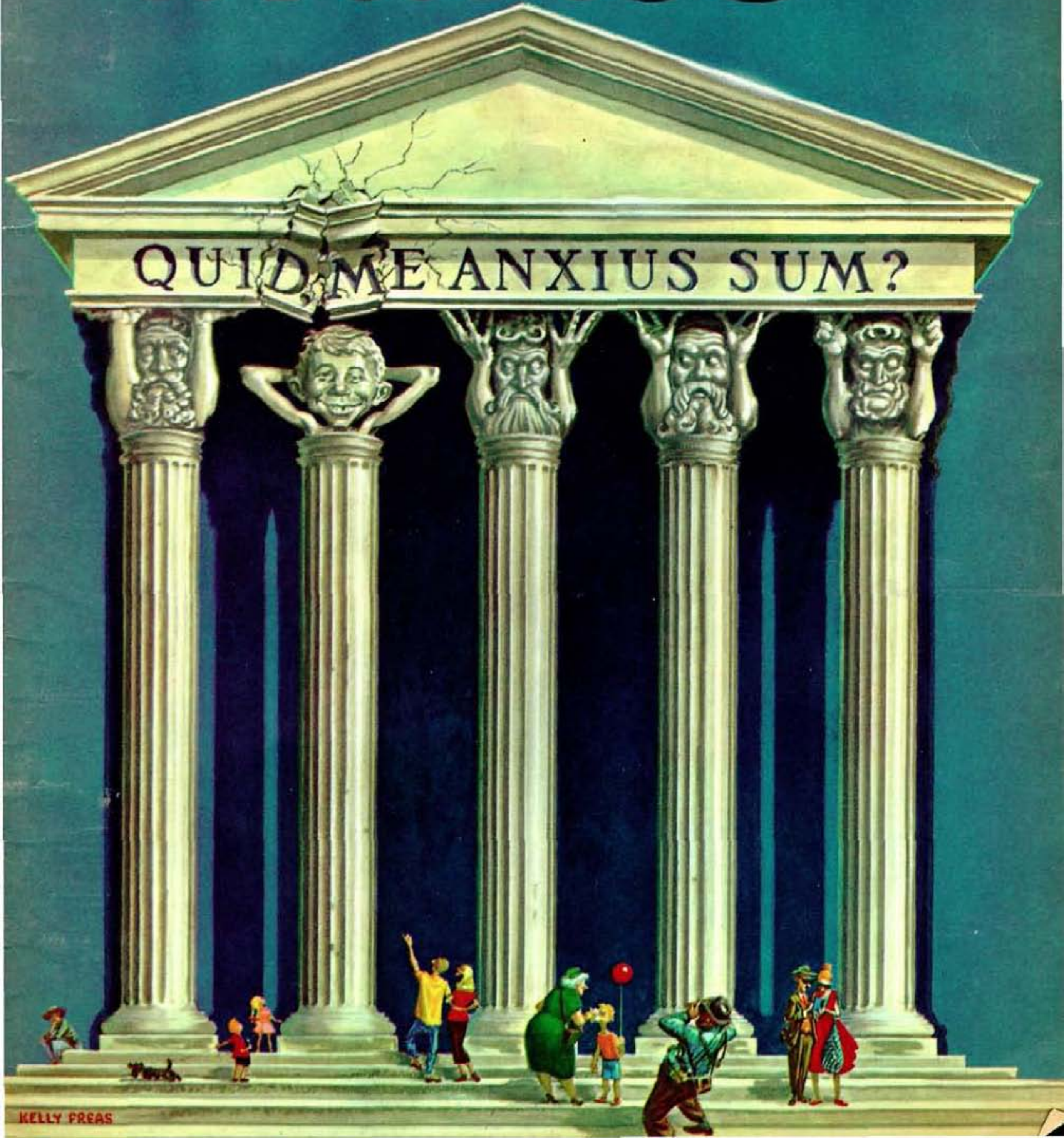
SPECIAL SUMMER TRAVEL ISSUE

No. 65
Sept. '61

MAD

OUR PRICE 25¢ CHEAP





Mainly for us! If you think carbon makes trouble for YOU, just wait till you see how much trouble this tiny little bit of fissionable material will make for US!

Gulp is all we can say when we think of how profits will shrink. Because just this much will run your car for a year!

GULP SAYS THE OIL CORPORATIONS

Gasoline Companies Against Nuclear Fuels

NUMBER 65 SEPTEMBER 1961

MAD

"Some people are like blisters, they show up right after the work is done!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
EDITORIAL ASSOCIATES: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PROPAGANDA MINISTER:** Larry Gore
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

**Various Places Around The Magazine

MAD—Sept., 1961, Vol. 1, Number 65, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50.

VITAL FEATURES



Our satire of those basic definitions in children's books (i.e. "A hole is to dig!") will convince you "A **MAD** is to throw out!"



The best TV can be seen from 2 to 6 A.M., mainly because there's nothing on! However, here's what can be done to fix that!



You won't starve on the beach because of "sand-which-is" there, but you can die laughing because of clods which are there.



Travel becomes narrowing instead of broadening as these special **MAD** tours lead American tourists up and down their own alleys.



Suspense can be painful. TV commercials can also be painful. Imagine how painful "TV Commercials with Suspense" could be!



We hope that our version of a magazine published solely for Doctors will even the score by making *them* sick—for a change.



It kills us to see folks going wild over Japanese imports! But Karate's an import we're wild over—because it kills folks!



MAD suggests that Pres. Kennedy adopt a familiar show format to keep the Trendex of his TV Press Conferences up to "Paar."

LETTERS DEPT.



RABBIT PUNCH



MAD's Alfred E. Neuman has become so well known that one reader recently wrote us from Los Angeles and placed nothing on the outer envelope except Alfred, which he had clipped from the magazine. The letter was promptly delivered to MAD's New York office, and, most delightful of all, no one with the post office in either Los Angeles or New York spoiled it by writing the publication's name, address, city or state anywhere on it while it was being processed and delivered. It arrived exactly as it was sent: with the only clue as to its destination being the sophisticated MAD kid himself. So there, "Playboy"!—Ed.

MAD CONCLUSION

I certainly can see why your latest issue was called the "April Showers" special. It was a downpour of satire—a deluge of gags—a veritable clod-burst.

K. O'Neil
Silver Spring, Md.

REQUIRED READING

My husband and I have what we call required reading programs, and MAD is included in the periodicals we cover religiously, some of them being *The Wall Street Journal, Saturday Review*, etc. We truly think MAD has as much to say about the American scene as *Newsweek*.

Mrs. Norman Larabee
Seattle, Washington

Only "Newsweek" says it much funnier! —Ed.

MAD COMPUTER



You guys must feel important, now! I read in the March issue of "Popular Science" that an electronic computer called the Michigan Algorithm Decoder (initils: M.A.D.) prints a typewriter picture like the one attached of your friend, including his motto, when the machine is fed the wrong information. That seems logical, doesn't it?

Michael Pershing
Glencoe, Illinois

BOOT BEAUT

Here in Italia, we admire the work of MAD very much; there are very good artists; the usual gang of idiots is fantastica. The most hard thing in the world is to be able to make laugh people now. I think the MAD influence my own work very much. What you think?

Ilia Rubini
Milan, Italy



This lovely and talented Italian MAD fan influences our work very much, too. This issue's cover was Ilia's idea!—Ed.

FAMILY ENTERTAINMENT

We all really enjoy the results of the effort which obviously goes into each issue of your wonderful MAD Magazine. Humor is sorely needed these days. I also enjoy the pleasure my children get from MAD. It's unusual to see humor and satire nowadays expressed in a fashion such as yours, which allows the entire family to enjoy it.

Arthur Laskoe
New Hyde Park, N. Y.

LEARNS A LESSON

I really was shocked when I took a copy of your magazine to school with me, and my English teacher, Miss Wyma, told the whole class she thought it was a very, very good magazine. I've been reading MAD all these years because I thought it was a rotten magazine, and frankly I'm disappointed to learn that it isn't.

Tom Witheridge
Minneapolis, Minn.

A MAD IMPROVEMENT

Your magazine has had a profound effect upon me. It used to be that if the telephone rang, I would cringe in the corner, not daring to answer it. Now, however, I answer the telephone whether it rings or not.

James Elliott Porter
Boston, Mass.

WE GET THE PICTURE

The boys working with me on the U.S. experimental rocket program enjoyed your article on sports typography.

Henry B. Spitz
Teaneck, New Jersey

For the Wolf



FOOD FOR THOUGHT

I've been reading MAD for years, and think everything in it is hilarious. Where do you get all those funny ideas? Don't you ever run out?

Danny Connor
Hopkins, Minn.

We run out to lunch occasionally!—Ed.

NEW ZEAL FOR MAD

I thought it about time someone told you that your magazine is read and appreciated way over here in this far corner of the Pacific.

E. L. Moore
Dunedin, New Zealand

CURIOSITY KILLED THE CLOD

I'm curious. What happens to a clod like me when he gets his letter printed in MAD?

Lee Tower
Santa Monica, Calif.

We're curious, too! Let's find out!—Ed.

A PLAINTIFF CRY

If you guys were ever hauled into court and sued for every cent you had, where would your faithful readers be?

Richard Holzen
Dayton, Ohio

Safe at last!—Ed.

WE'VE MOVED



Please note that MAD has moved from its old run-down office downtown to a new run-down office uptown. Please address all correspondence to:

MAD, Dept. 65, 850 Third Avenue
New York 22, New York

I'd be Sunk...



IF I DIDN'T SUBSCRIBE TO MAD

Mainly because most of the bergs I hit don't have newsstands!

– – – – (use coupon or duplicate) – – – – –

MAD SUBSCRIPTIONS
850 Third Avenue
New York 22, New York

This is a *hull*-of-a-way to make a *sail*—'cause I don't even own a yacht. But I do get nauseous when I have to buy MAD on a newsstand. So here is my $2.00. Please enter my name on your subscription list, and *ship* me the next nine issues by mail.

NAME____________________
ADDRESS____________________
CITY________________ZONE____
STATE____________________



THREE SQUARES A DAY!

That's just about how many laugh-starved clods order...

"THE GOLDEN TRASHERY OF MAD" "MAD FOR KEEPS" and "MAD FOREVER"

If you've got an appetite for humor, you'll "eat up" our three permanent collections of "The Bests" from past issues of MAD. Each "course" averages 133 pages of hilarious articles and ad satires (many in color) to tickle your taste buds and please your palate. So—satisfy your hunger for un-spared ribs and scream-style corn. Order your "de luxe anthologies" today! That way, you get sick to your stomach, and we get rid of them—so we can buy three square meals a day.

MAD ANTHOLOGY DEPARTMENT
850 Third Avenue, New York 22, N. Y.
I enclose **$2.95** each. Please send the anthologies checked below . . .

☐ THE GOLDEN TRASHERY OF MAD
☐ MAD FOR KEEPS ☐ MAD FOREVER

NAME____________________
ADDRESS____________________
CITY____________ZONE____STATE____

GOING THROUGH A PHRASE DEPT.

Children's books are enjoying unprecedented popularity these days. Mainly because they're being bought by parents! However, we've got a sneaking suspicion that the kids aren't too thrilled with them. Let's face it: *"A Hole is to dig," "A Pony is to ride on," and "A Mommy is to love you"* is just so much saccharine and slush. Today's kid will someday be reading Hemingway and Faulkner — not books by ladies *with three names. He wants truth . . . and realism — not goody-goody namby-pambyisms. He wants books* that describe the "real" world around him. Something like the following sample... MAD's own version of...

A REALISTIC CHILDRE

...for realistic

For the Racing Fan

"The Sunshine State"
5.00 — 3.60 — 2.80
FLORIDA '61

A Mother is to hide behind when Daddy gets mad at you.





A Father is to give you long lectures about how wonderful he was when he was a boy.

A Grandmother is to spoil you.





A Tantrum is to throw in front of a Grandmother so she'll holler at your mother and then spoil you more.

A Toy Store is to stop in front of when Grandpa takes you for a walk.



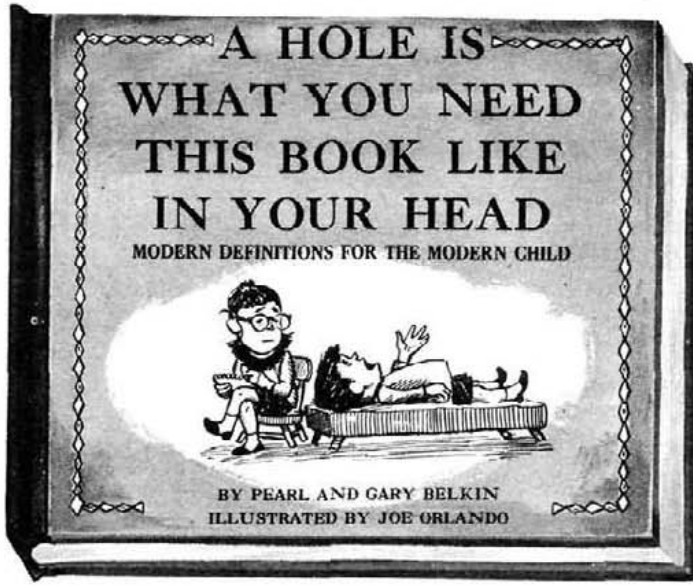


Tears are to get your own way.

For
the
Fortune Teller



N'S BOOK
children



A Brother is to blame things on.





A Sister is to blame things on you.

An Uncle is when he pinches your cheek, you're not allowed to pinch back.





An Aunt is to give you clothes for your birthday, instead of toys.

A Teacher is to lose patience with you.





Open School Week is when your crabby teacher smiles a lot.

A Cold is to stay home from school with.



Medicine is to yecch after taking.



A Pet is to scream and holler until they get *you one; but they never get you a monkey.*



Goldfish are to overfeed.



A Bird is to bury.



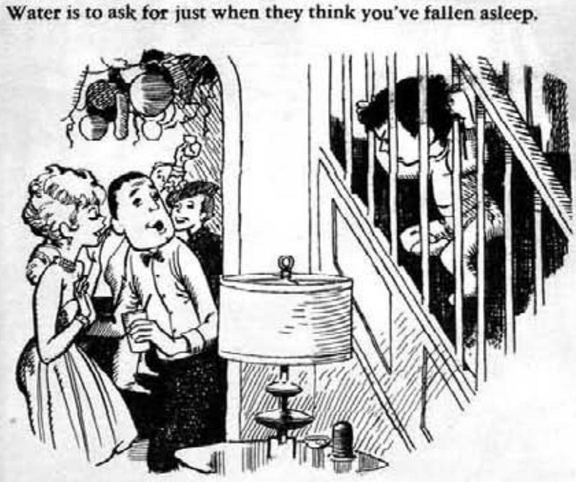
Table Manners are for when there are guests for dinner.



Dinner is to push around on the plate until it's such a mess that even your mother doesn't want you to eat it.



Water is to ask for just when they think you've fallen asleep.



A Cookie is what you don't get because it will spoil your dinner, or because you didn't finish your dinner.





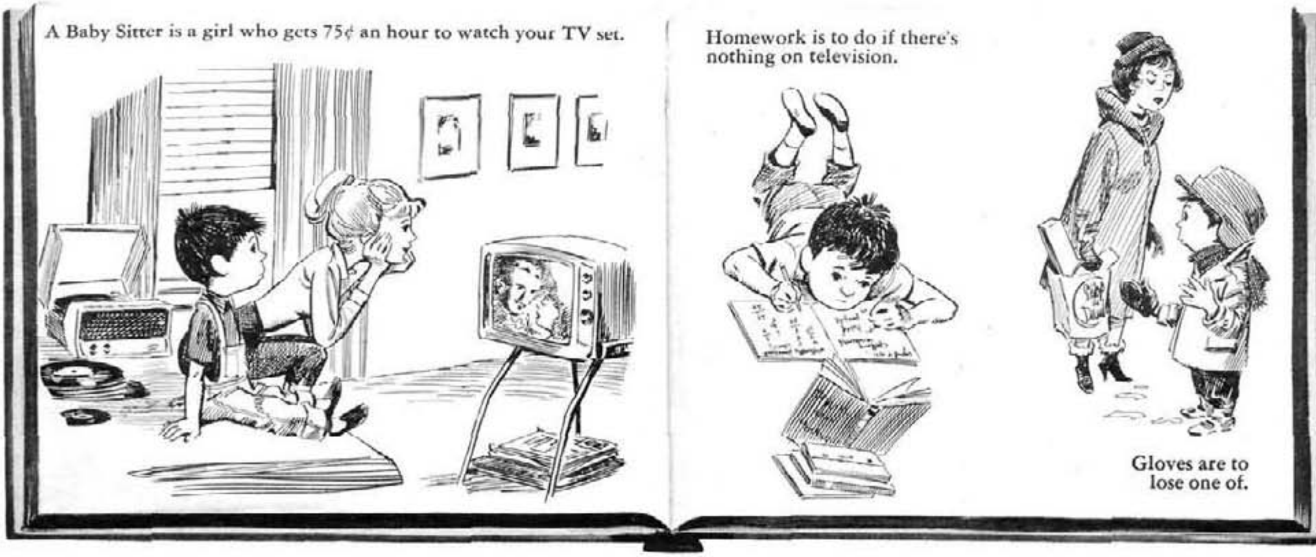
Mother's Day is for Daddy to buy Mommy a present and say it's from you.

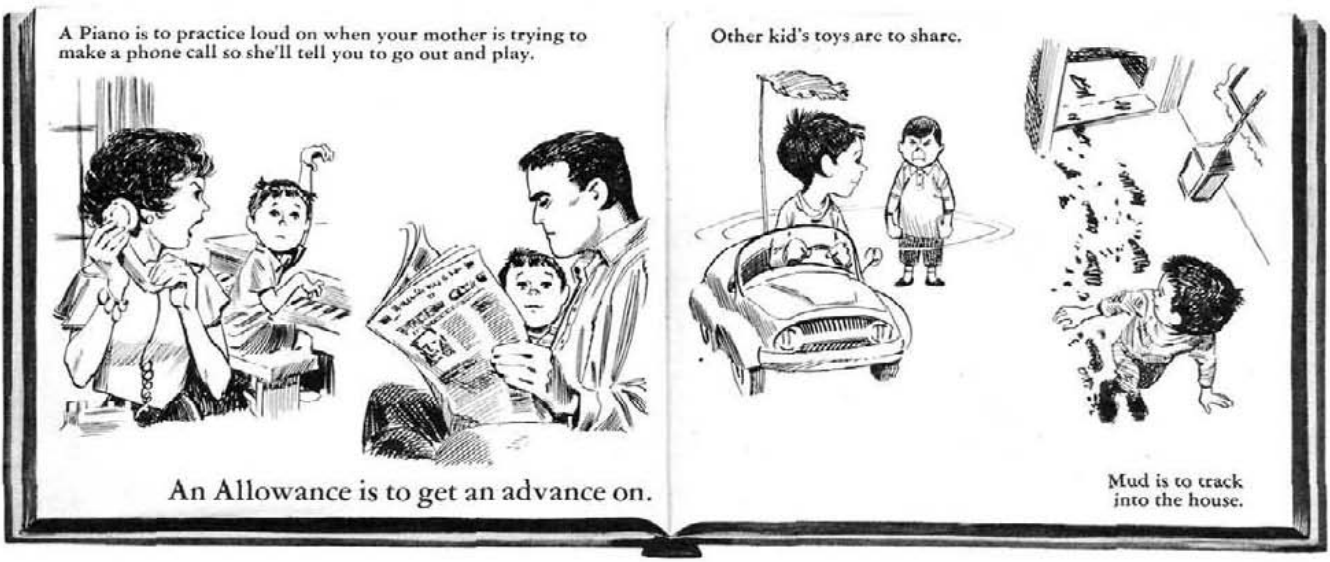
Camp is to write home for money from.

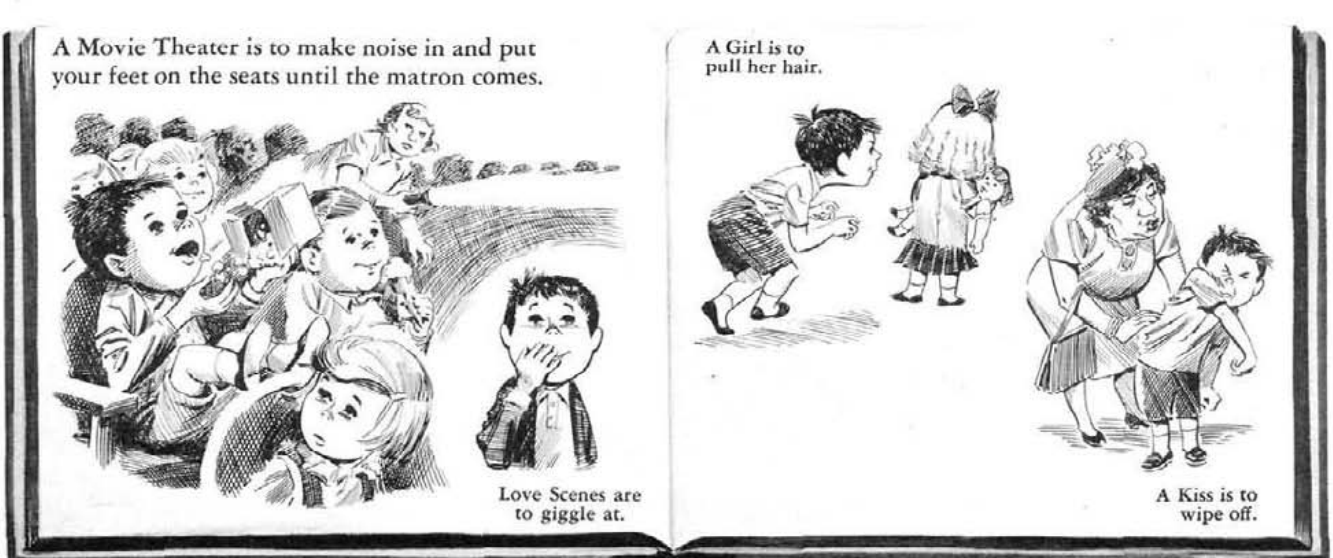


A Museum is where parents take you instead of someplace good.




A Baby Sitter is a girl who gets 75¢ an hour to watch your TV set.
Homework is to do if there's nothing on television.
Gloves are to lose one of.


A Piano is to practice loud on when your mother is trying to make a phone call so she'll tell you to go out and play.
An Allowance is to get an advance on.
Other kid's toys are to share.
Mud is to track into the house.

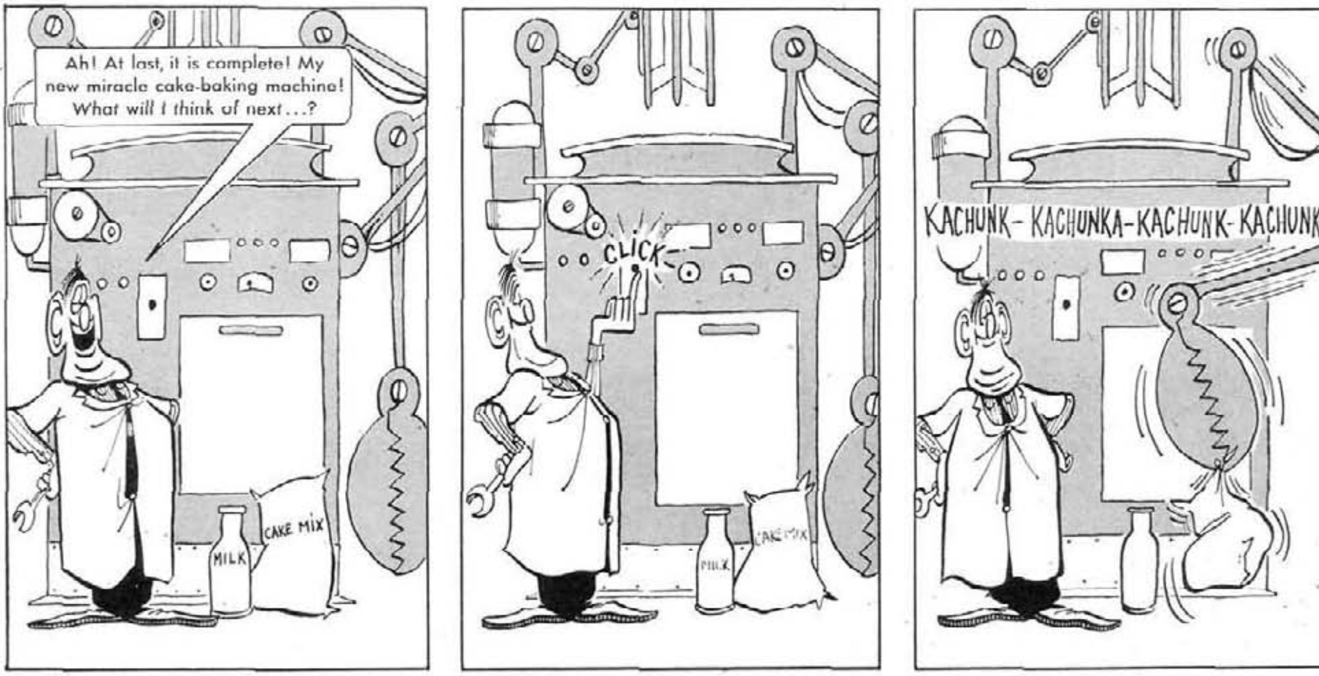

A Movie Theater is to make noise in and put your feet on the seats until the matron comes.
Love Scenes are to giggle at.
A Girl is to pull her hair.
A Kiss is to wipe off.

DON MARTIN DEPT. PART I

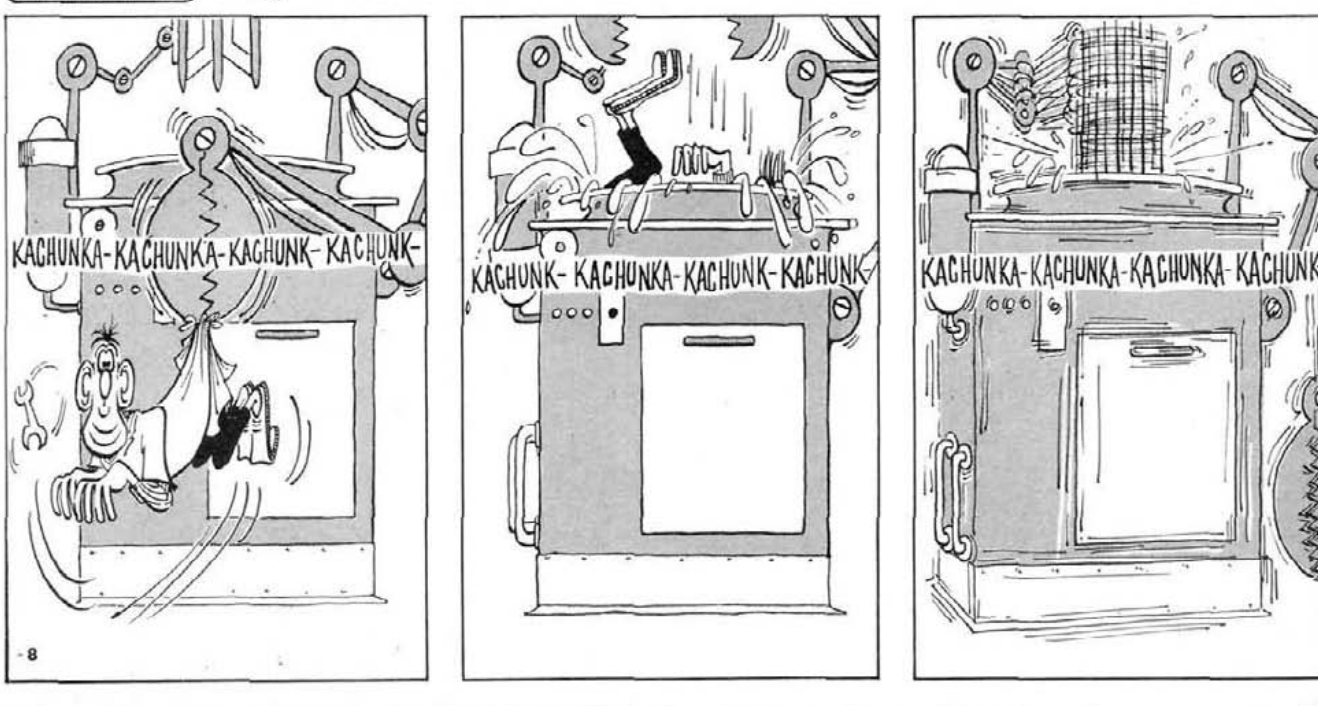
For our first peek into the "butt-end-down mind" of Don Martin, here is his version of the period in his life when he was known as

For the Veterinarian
"Frank Jacobs State"
I-XMN-K9S
NEBRASKA 1961

THE INVE



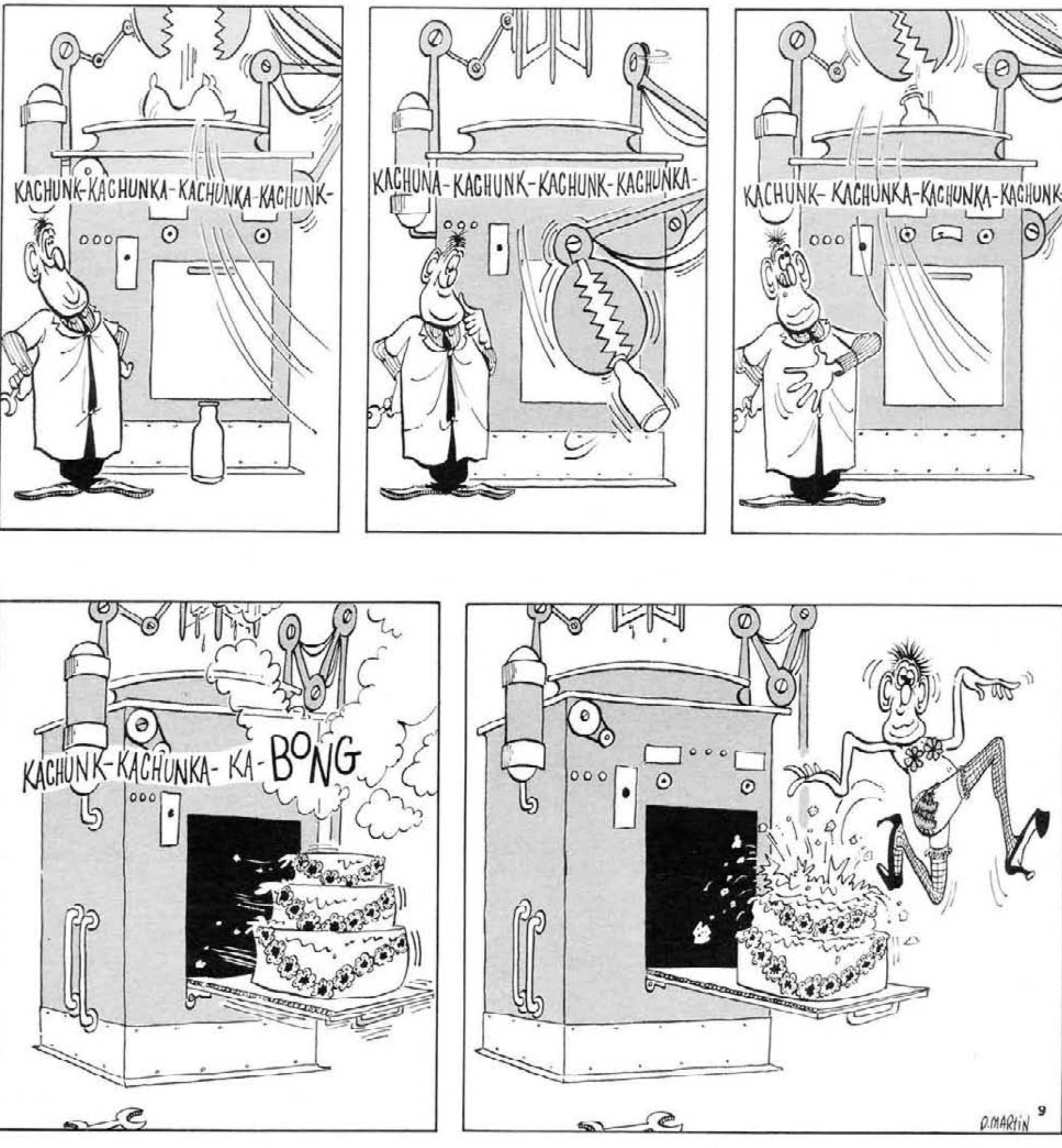
For the Commuter
"The Nutmeg State"
LV 5:09 — AR 6:18
CONN. 1961



NTOR



For the Physicist
"The Garden State"
E=MC²
N.J.
1961



KACHUNK-KACHUNKA-KACHUNKA-KACHUNK-
KACHUNA-KACHUNK-KACHUNK-KACHUNKA-
KACHUNK-KACHUNKA-KACHUNKA-KACHUNK-
KACHUNK-KACHUNKA- KA-BONG
D.MARTIN

ARTIST: BOB CLARKE

BUY THE WAY DEPT.

With Russia waging an all-out "anti-America" campaign to win new countries to their side, we figure it's time for action! Mainly, what better way to sell America around the world than to let Madison Avenue handle the problem. Then they could treat "democracy and freedom" as they would the commercial products they push. F'rinstance, here are a few sample ads to show you . . .



"Visit Las Vegas" AKQJ10 NEVADA 1961

For the Poker Player

HOW MADISON AVENUE COULD



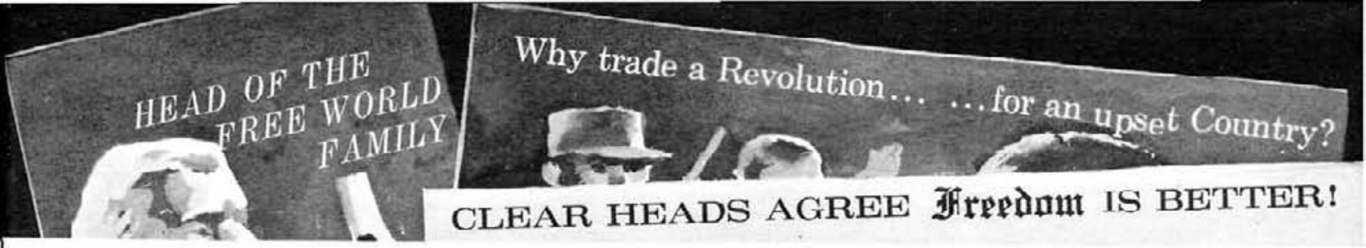
"How come we ain't seen you at The Clan lately, Jack?"

That's American democracy for you! The only nation in the world where a President from Harvard and a Singer from Hoboken can sit down together, side-by-side, and talk about old times over a cold glass of beer. In no other nation on earth are people from different levels treated as equals. Try refreshing democracy yourself!

MOVE UP TO EQUALITY

move up to America

THE NATION THAT MADE A CLASS-FREE SOCIETY FAMOUS



SELL AMERICA TO THE WORLD

Everybody knows...

It's who's in front that counts



King Size H-Bombs or Regular Size A-Bombs

America's got it — Atomic Stock-Pile — the effective deterrent specially processed to keep you-know-who from getting any ideas!

You get something special when you team up with America. Democracy and Freedom to begin with . . . plus America's up-to-date Atomic Stock-Pile to back it up.

After all, if you haven't got deterrent strength . . . you'll miss the whole idea of being an independent nation. Mainly, *you-know-who* may decide to include you in its satellite program. America has that strength with Atomic Stock-Pile . . . powerful energy specially designed and specially processed to insure freedom anywhere in the world. Try America!

AMERICA'S ARMED GOOD

LIKE A FREE NATION SHOULD

Looking for Something?

A WAY OF LIFE?



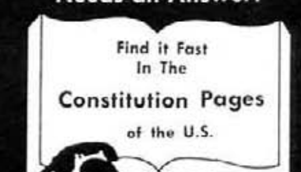
A GUARANTEE OF FREEDOM?



HOPE IN A TROUBLED WORLD?



Got a Question that Needs an Answer?



Call Your Nearest American Embassy Today!



"Look, World—no colonies!"

Yes, America is the only leading world power which does not have any colonies. So if you are thinking about keeping your newly-won independence clean and shiny, try an alliance with America. Mainly, we could keep you from getting your teeth knocked out.

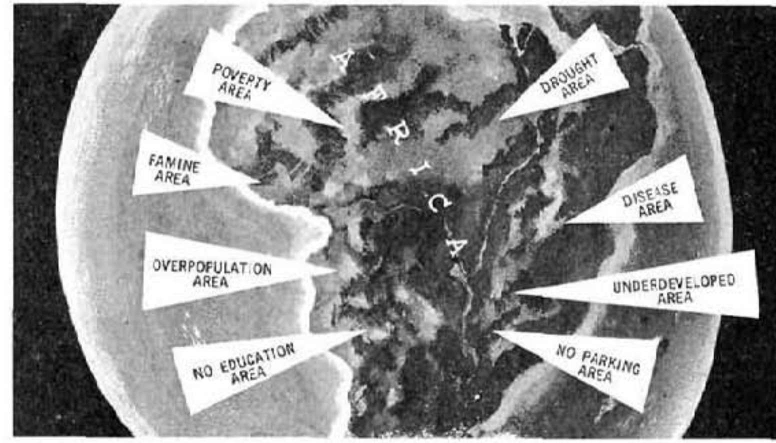


COMMENDED BY THE U.N. ASSEMBLY

Guaranteed by Good Government

Revolutionary 3-way plan for relief of

COLD WAR MISERIES AND POPULATION CONGESTION



HELPS DRAIN ALL 8 PRESSURE AREAS

(critical causes of Communist infection)

ASSISTANCE Decongestion Money, working through the International Monetary Fund, brings dramatic relief from Cold War miseries, starvation allergies, and overpopulation congestion with its painful pressures.

ASSISTANCE, amazing diplomatic achievement, contains (1) The scientific decongestant most prescribed by leading economists. In minutes, it reaches into affected areas—quickly shrinks swollen recessions—promotes recovery—restores free enterprise. (2) An exclusive Anti-Communism ingredient to block Dictatorship often associated with internal strife. (3) Prosperity to help build a country's resistance to Communist infection. **NOTE:** Today's U.S. ASSISTANCE is being widely imitated by you-know-who. But the fact remains . . . the exclusive American ASSISTANCE formula cannot be duplicated!

This Exclusive ASSISTANCE
THOUSAND $ LOANS
MILLION $ LOANS
BILLION $ LOANS
Loan Formula
Cannot Be Duplicated!

ASSISTANCE is the exclusive 3-way discovery which makes it possible to unite certain *economically-proven ingredients into one* fast-acting recovery system. Accept no substitutes!

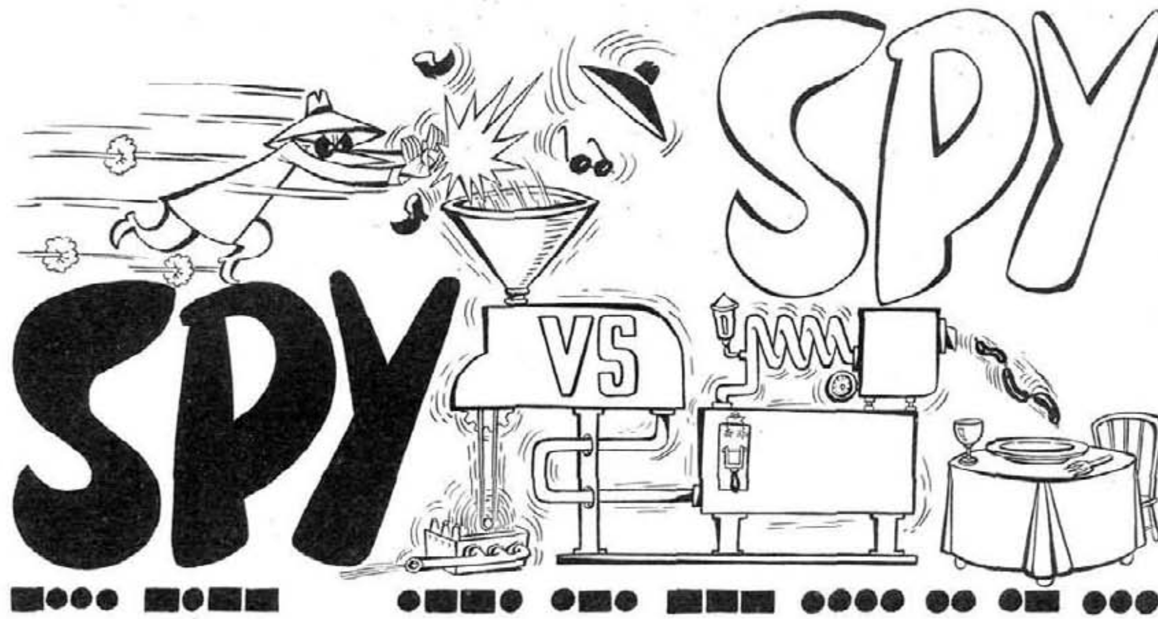


US

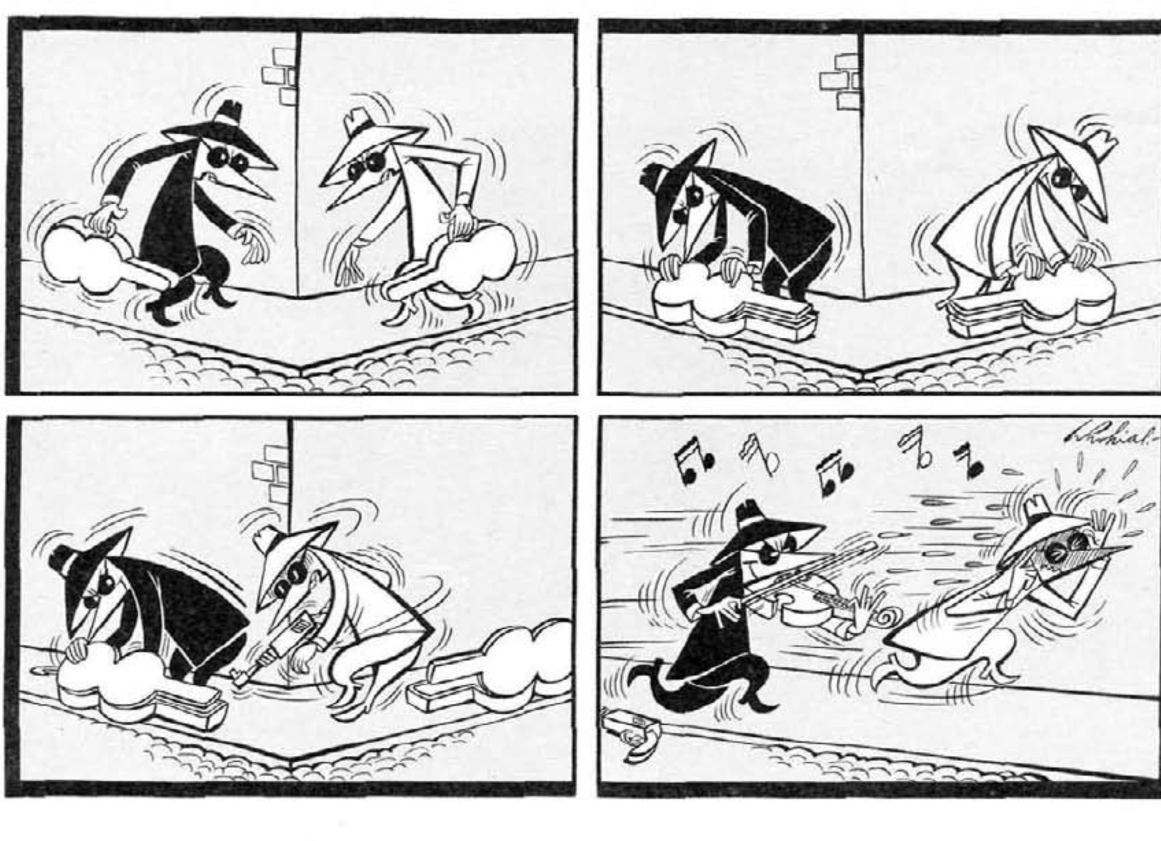
There's Nothing like ***ASSISTANCE*** *Decongestion Money*

JOKE AND DAGGER DEPT. PART I

When Fidel (the man with the sword) ordered Antonio Prohias (the man with the pen) arrested for his anti-Castro cartoons, the Cuban artist fled to the U.S., where he now graces MAD's pages with...



For the Optician "Aloha out there!" 4-IZ-4-U HAWAII 1961



MORNING BECOMES ELECTRIC DEPT.

For some time, Television Networks have planned schedules so that programs appeal to audiences available throughout the day. For example, there are "Early Morning News and Weather Shows" for the commuter leaving for work, "Late Morning Kiddie Shows" to keep the pre-school youngster occupied while Mama gets to the housework, "Afternoon Soap Operas" to keep Mama occupied while the pre-school youngster finishes up the housework, "Evening News and

TELEVISION





...AIMED AT LATE,

FOR CRIMINALS...

ARTIST: WALLACE WOOD







FOR LATE-STUDYING STUDENTS...







Weather Shows" for the commuter arriving home from work, and an assortment of "Crime and Western Violence Shows" for the family's loving "togetherness" time. But when the family goes to bed, TV goes to bed. Which brings us to the subject of this article. There are lots of people who might appreciate seeing TV shows in the wee hours — say, 2 to 6 AM. Yep, the networks are missing large audiences by not staying on the air all night long, and presenting

PROGRAMS

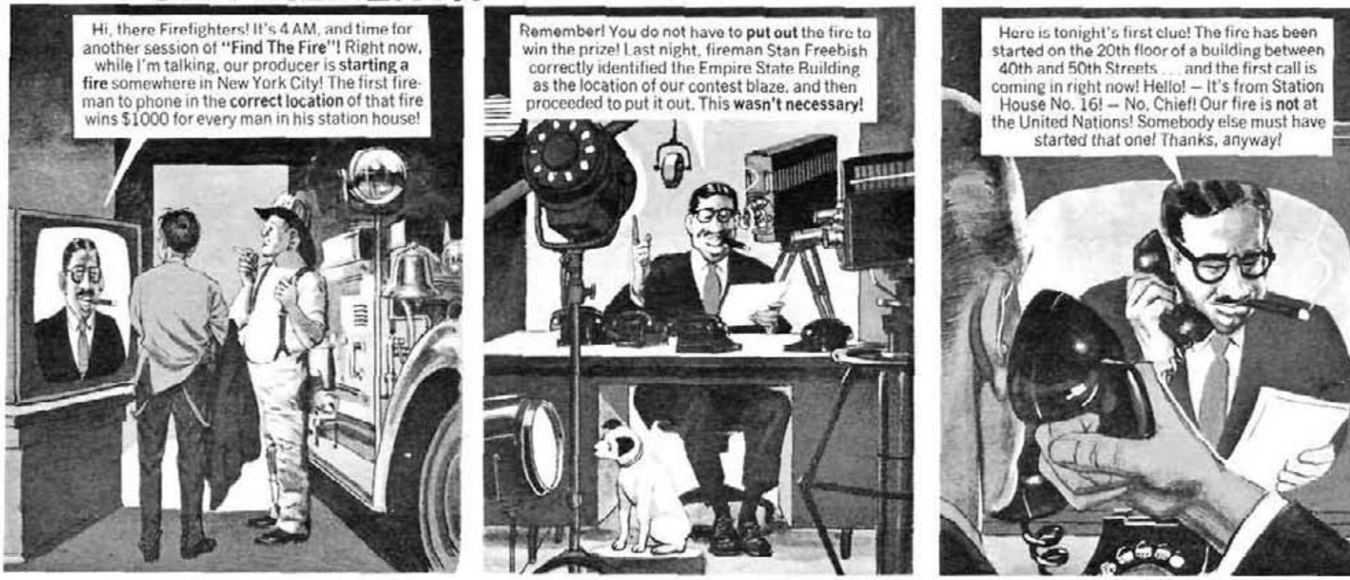
LATE, LATE AUDIENCES

For the Historian: MASS. 1961 MDCXII "Visit Hyannis Port"

WRITER: FRANK JACOBS



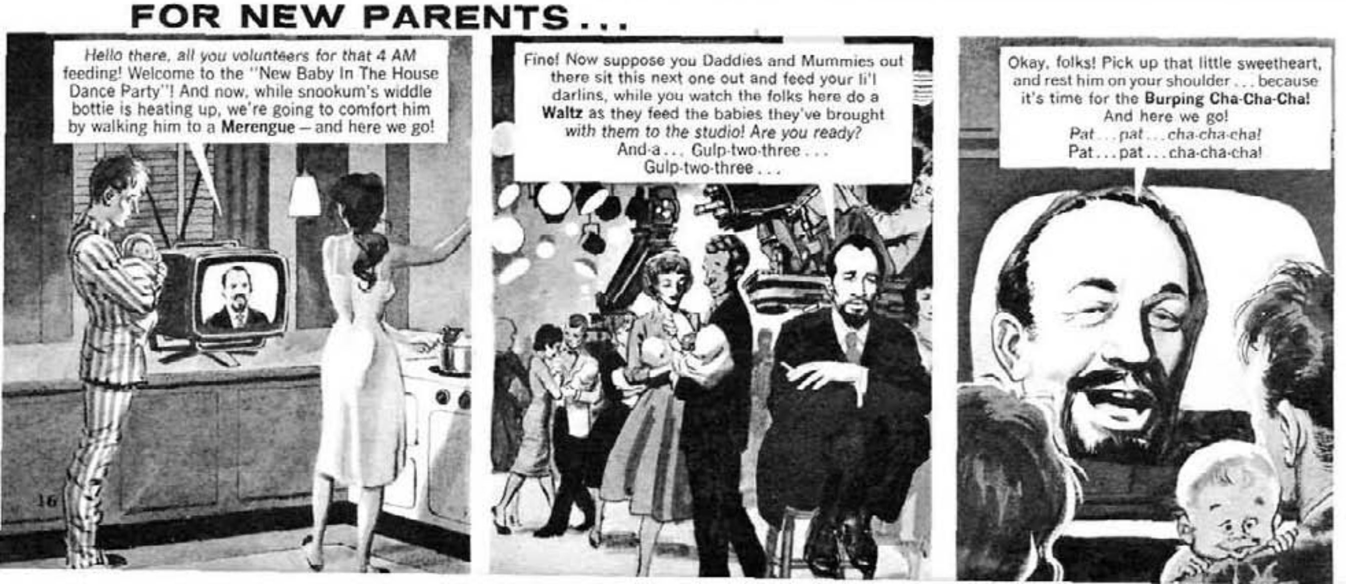
FOR FIREMEN . . .



FOR DRUNKS . . .



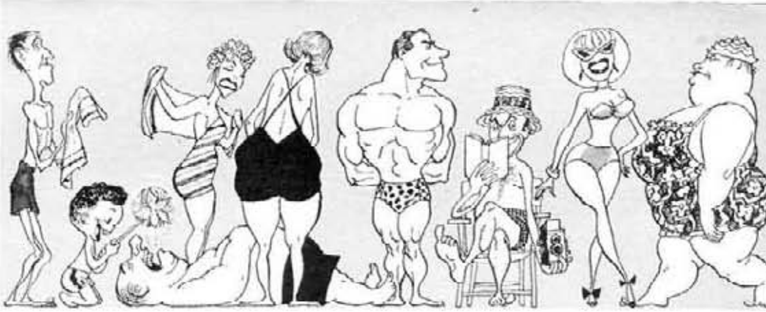
FOR NEW PARENTS . . .




Here is the second clue! The fire is in a room which contains a lot of wires and (koff) cables! And here's our second call! Hello! — It's from Station House No. 44 — No, I'm sorry, the fire is not in the main office of the Phone Company!
Here (koff) is our third clue! The fire is raging in a soundproof room containing several (choke) television cameras! And another call is coming in — From Station House No. 61 —
What? You say the (gasp) fire is in our (koff) OWN STUDIOS??
SMOKING
Well, you're (choke-gagg) absolutely right! And you win the (koff-koff) big prize!
That's all for tonight, Firefighters! See you again tomorrow night (gakkk) — when we'll have a (koff-choke) new contest fire at a new location, and — I hope — a new producer!
Thanks, girls! You can go back to your flasks now, while I announce tonight's birthday greetings. Our congratulations this AM go to Charlie "Three-Fingers" McGraw, celebrating his 38th birthday. We understand that all his pals down at Harry's Bar have chipped in and bought him a surprise birthday gift: a new liver!
Remember, gang — time is running out on this week's special offer! Just two days left to send in a sample of your blood together with the labels from any five brands of gin! If the alcoholic content registers more than 65%, we'll send you this beautiful Martini mixer, plus an autographed copy of Dean Martin's liquor store bill, suitable for framing!
And now, for our next number — requested by Brenda Rafferty, who just broke her own crying jag record at the Staggeron Inn — here's Louis Burpp to sing that all-time favorite, "Your Eyes Said 90-Proof, Dear, But Your Heart Was Three-Point-Two"!
FOR OFFICE CLEANING LADIES...
It's 2 AM, and time to put down your mop, sit on your pail, and enjoy the office building cleaning lady's favorite show... "Gossiping With Gussie"! And here she is... the dirt-collector's dirt-collector... Gussie Froom!
Hello, dearies — and here is my first exclusive! Emma Frowzle, of the Venetian Blind Crew at Veeblefetzer Industries, found $6000 in the Assistant Treasurer's desk drawer this evening! Better you than he, Emma! Congratulations!
Flash! It's an electric floor waxe, for the Harry Snaveleys. He's night elevator man at Flicker and Waxwing — She's Miss Wet Mop of 1957!
Memo to floor scrubber, V. G.! Your best friends won't tell you, but your pail is leaking!
And here's a tip to dry-mopper, B. L.! If you want to save your marriage, stay out of that fifth-floor broom closet with you-know-who...

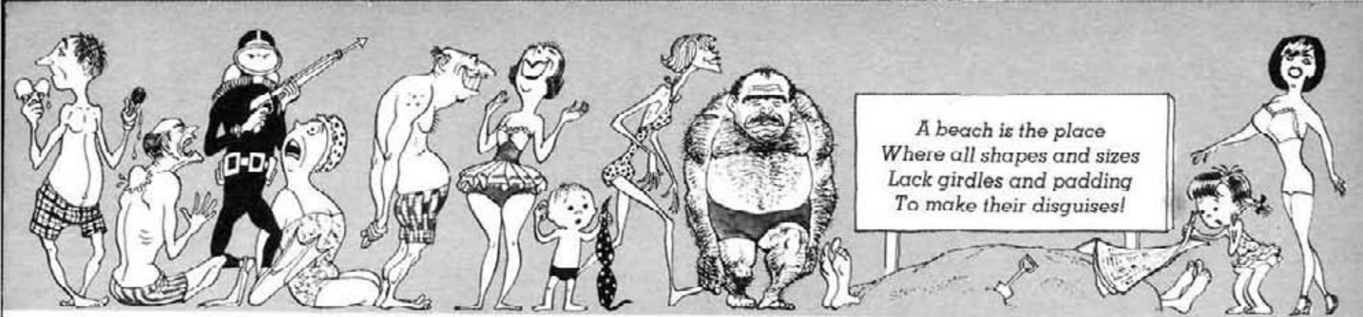
THEY ALSO SURF
WHO ONLY SAND AND WADE DEPT.

Every summer, millions of Americans escape the heat by crowding onto the nation's beaches. Well, the heat's on again! Because, be it lake shore or sea shore, you can be darn shore there'll be idiotic behavior like the following episodes, comprising —



A MAD LOOK A





T THE BEACH

WRITER & ARTIST: DAVID BERG



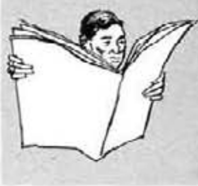

SUN LAMP


David Berg

VOWEL PLAY DEPT.

For the Bathing Beauty — TEXAS 1961 36-26-36 "Used to be Biggest State"

Classified ad writers for the daily newspapers seem to go off into a world all their own when it comes to using abbreviations in their copy. In most cases, they carry this business of abbreviating so far that the reader has his hands full trying to figure out what in heck the ad means. To assist in this arduous task, the Editors now present...



A MAD GUIDE TO CLASSIFIED

Houses For Sale

ATTR. CON. BUNG., 2 b.r., l.r., *frm.dn.r., 2-cr.gar.att., fl.bsmt.,* f.p. $19,000. Lo.dn., FHA Mort., 2147 E. Klodd.



ATTR. CON. BUNG.—
Atrocious Construction Bungle

2 b.r.—
2 broken rainspouts

l.r.—
leaky roof

frm. dn. r.—
farmyard drains into rear

2 car. gar. att.—
2 carloads of garbage in attic

fl. bsmt.—
flooded basement

f. p. $19,000—
fantastic profit at $19,000

lo. dn.—
low down neighborhood

FHA Mort.—
Faces Harold's Mortuary

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

For the Band Leader — CALIF. 1961 UH-1-UH-2 "The Golden State"

Used Cars

'56 **HUDSON** *H-T Sdn., 2-tn.rd.&* crm., r.&h., w/w, auto. trans., pw.st., bod.per., lw.mlg., $295. WU-2-5699



H-T Sdn.—
Here's trouble for some dunce

2-tn.rd&crm.—
2 tons of rusted and corroded metal

r.&h.—
rattles and heaves

w/w—
wheels wobble

auto.trans.—
auto transportable, but not under its own power

pw.st.—
probably was stolen

bod. per.—
body perforated with bullet holes

lw.mlg.—
law men looking for it



ADVERTISING ABBREVIATIONS

Help Wanted—Male

CPA, hd.bkp., exp.Fd.Inc.Tx., M.S.pref., yg.&amb., fl/pt time, st.nec.Sal., Wimbogger Corp. 259 Main St. PQ-2-3456



CPA—
Corrupt Price Adjustor

hd.bkp.—
to head off bankruptcy

exp.Fd.Inc.Tx.—
expert at Faking due Income Taxes

M.S.pref.—
Man from Sing-Sing preferred

yg.&amb.—
Yugoslavian and ambidextrous

fl/pt time—
looking for a fool to putter away time

st.nec.Sal.—
start by necking with Sally, who will be your secretary

Lost and Found

LOST, pt. Fr. Poodle, 6 mo., b.&w., ml., vic. Hollow Hills, lib.rew., RE-3-2598



pt. Fr. Poodle—
pretty Fierce Poodle

6 mo.—
6 razor-sharp molars

b.&w.—
belligerent & wild

ml.—
bites mailmen

vic.—
vicious

lib.rew.—
liberal reweaving of trouser seat necessary if he gets behind you

Rooms For Rent

2ND FL., nic.furn., win.fac.st., Hwd.bd., w/w crp., drps., 3 hug.clos., ideal fr. Sngl. man, fr.prk., 37 Skid Row East



2ND FL.—
Second-Rate Flop House

nic.furn.—
nicked furniture

win.fac.st.—
wind carries factory stench

Hwd.bd.—
sleep on a Hardwood board

w/w crp.—
washed weekly with cockroach powder

drps.—
ceiling drips when it rains

3 hug. clos.—
3 Hungarian clods live next door

ideal fr. Sngl. man—
ideal for Senegalese maniac

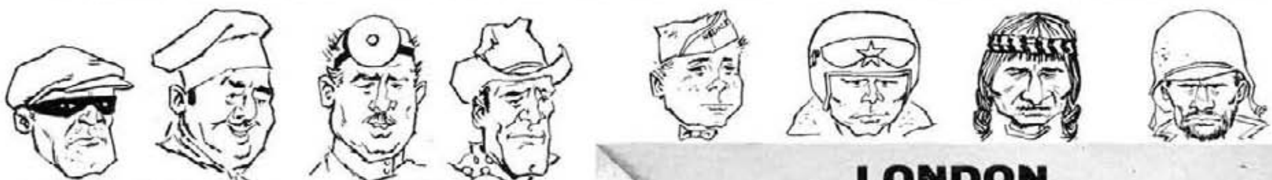
fr. prk.—
free parkas provided, since building is unheated

ON-THE-JOB CRANING DEPT.

ARTIST: JACK RICKARD
WRITER: DON REILLY

Nowadays, what with the intense competition among jet air lines and steamship companies, more and more everyday Americans are finding they can readily afford vacations abroad. And yet, most of them just aren't going! Perhaps this is because Americans are so absorbed in seeking professional success that the cul-

MAD'S CUSTOM CAREER-D



MAD'S CAREER-DESIGNED TOUR #21

EUROPE for Plumbers

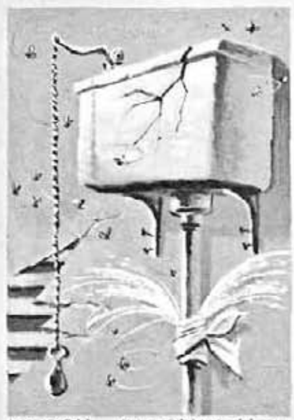


If the pressure of your work (or lack of it) has you down, leave cares and worries behind and fly away with us on a fun-filled, whirlwind tour of Europe. You'll see a side of the Old World that few have known (or really bothered to discover)! You will gain a rare historical appreciation of your chosen profession by visiting the "wonders" of subterranean Europe. Your guides will all be outstanding members of the Continent's plumbing fraternity, eager to regale you with anecdotes and legends of sanitation heritages of the past. Here are highlights of our specially designed

PLUMBER'S PLEASURE-PILGRIMAGE THROUGH EUROPE

LONDON

Savor the irresistible charm of Britain's historic capital, a city with a reverence for the past. See all the thrilling attractions offered in the basements of the Tower of London, the Houses of Parliament, and ancient castles and estates. Visit drainpipes on the Thames, water closets in Piccadilly, elbow joints in Soho, the fashionable plumbing supply shops in Regent Street, and other underground points of interest.



LONDON — "An Old-World city with a reverence for the past"

See ancient castles and forts!





Sir Froggingham-Bart Boggs, Royal Plumber by appointment — meet and talk shop with him!

Photograph interesting vistas!



tural treasures and romantic traditions and history of the Old World hold no real attraction for them. If this be the case, then the air lines, steamship companies and travel agencies might do well to follow our suggestion for inspiring these incurably career-minded people to travel overseas by instituting

For the Ambassador



ESIGNED EUROPEAN TOURS



PARIS

There are no words which can adequately describe the pure delights that await you in gay, glamorous, intoxicating, abandoned Paree! Here, we'll see the Tomb of the Unknown Plumber, visit the basement of the world-famous Louvre Museum, examine the unique open-air plumbing system on the Eiffel Tower, tour the Sewers of Paris, and see the sumptuous Rest Rooms at the famed Palace of Versailles.

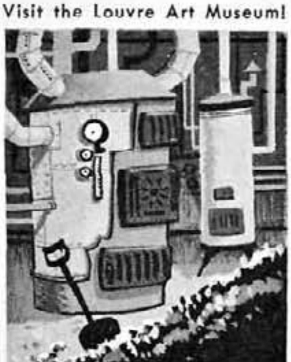


See the magnificent EIFFEL TOWER'S open-air plumbing!



See the Palace of Versailles!

Visit the Louvre Art Museum!



See and smell the Sewers of Paris! They take your breath away!



ROME



As all roads do eventually, ours also leads to the "Eternal City"—with its fabled fountains that bring good luck if you throw coins into them. Here, you'll meet the people who have kept this ancient legend alive, and who've received all of the good luck—mainly the men who *clean out* them fountains!

VENICE

This ancient city is surely a "Plumber's Paradise" because every cellar is flooded. One of the truly inspiring sights is the famous unique Venetian garbage-disposal system which has worked so efficiently for centuries. See it in action!



VIENNA

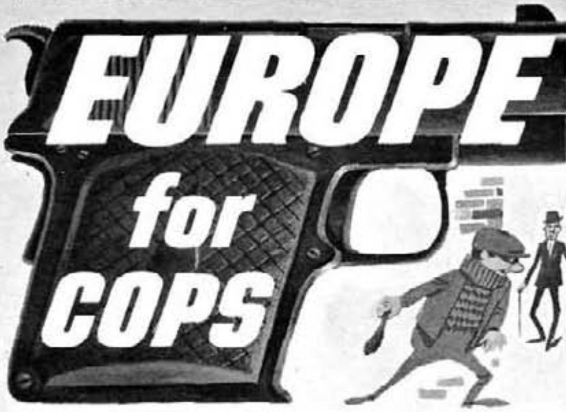


You will thrill to the exhilarating strains of wonderful Viennese music, as our tour takes us under the cafes, theatres, and opera houses of this exciting "City of Culture". Situated on the banks of the majestic Danube River, where it empties its sewers, Vienna is a city you won't forget!

All in all, our
PLUMBER'S PLEASURE-PILGRIMAGE THROUGH EUROPE
is an exciting, educational, and unforgettable experience which you'll treasure forever as you arrive back at your port of departure — exhausted, but happy — and smelling like a dead horse!



MAD'S CAREER-DESIGNED TOUR #31



You'll get a bang out of escaping from the sordid daily grind for a leisurely stakeout in Europe. Just lean on those bookies a little harder for extra pay-off dough, and fly off for a visit to the Old World's hotbeds of crime. Relax and watch the foreign fuzz sweat. Enjoy

THE COP'S TOUR OF DELIGHTFUL EUROPEAN CRIME AREAS

LONDON

Prowl the dark alleys of Limehouse, the traditional lair of thugs, murderers, and pirates. See the pickpockets at work in Trafalgar Square. Watch the shop-lifters ply their trade in smart Bond Street Shops. See muggings in Hyde Park, and, if you're lucky, a hatchet murder in Blackpool (in season)!

Trafalgar Square pickpockets



Muggings in famous Hyde Park



MAD'S CAREER-DESIGNED TOUR #42

EUROPE for Janitors



Join the "big sweep" to Europe! Brush away your cares, and let us whisk you off on a gala tour across a dusty and dirty Old World. See grimy London, littered Paris, the Colosseum of Rome where the most heroic janitors of all time used to clean up after a long day of sickening carnage. You'll take a shine to custodian traditions of the past, and come back with a little more polish — on

THE JANITOR'S JAUNT ACROSS A DUSTY AND DIRTY EUROPE

London

Here in this charming city, steeped in the old traditions of fighting filth (and losing), you will feast your eyes on many sights that will stir your custodial imagination (and sicken your janitorial stomach). One pleasant highlight is the vast, superbly-equipped broom closet of Westminster Abbey with its gold mop — used to slosh the aisles before each Coronation.



Paris

Wallow in picturesque, but unsanitary old buildings of this historic city. Spend gay evenings in tourist restaurants and night clubs, guessing when the kitchens were cleaned up last. See hotel lobbies with centuries of soot imbedded in the rugs. Examine layers of dust on the picture frames in the Louvre. One memorable stop will be the famous Sorbonne University.



PARIS

Like all great cities, Paris has a colorful history of crime (carried on today by Parisian Fashion Designers and owners of tourist restaurants)! You will spend your first glorious evening there helping gendarmes drag for bodies in the Seine, and observing the interrogation methods of suave Inspecteurs.

Spend a gay evening dragging the Seine River for bodies.



Observe the interrogations of suave Police Inspecteurs.



THE FRENCH RIVIERA



Playground of the rich, and home base for international jewel thieves. See them leap over rooftops and disappear in the night with the booty. Spot crooked roulette wheels at Monte Carlo. See girls on the beach wear bikinis you'd arrest them in back at home.

ITALY

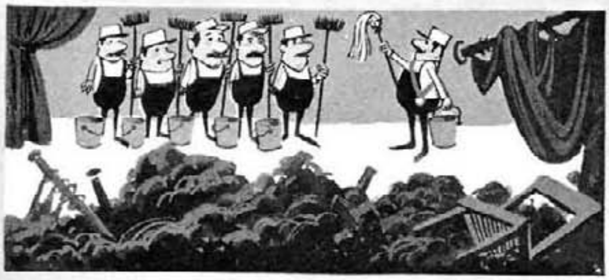


PISA . . . Who dunnit?

See handsome Latin fortune-hunters preying on gullible American heiresses in Venice. Hear Venetian cops scream—"Follow that gondola!" See dope-smuggling first hand in Naples. Visit with deported Al Capone alumni. Take the optional side-trip to the home of the Mafia in Sicily.

Vienna

Europe's biggest and grandest social event is the famous and lavish Hassenpfefferfest Ball, held annually in Vienna. Our party will arrive just as the ball is over, so we can watch a hand-picked task-force of International Grand Prix Medalist janitors (the finest in all Europe) clean up the whole mess.



Florence

See an international problem solved successfully by Guiseppe Ponzo, the famous janitor of the Academy of Art in this city of cultural treasures, as he demonstrates his statue-duster, an invention hailed by museum maintenance men the world over.



MAD'S Career-Designed Tour #58

EUROPE for UNDERTAKERS

If clients are boring you stiff, why not try a carefree tour of the crypts and burial vaults of Europe? You'll find that a gay romp through the dismal Old World will renew your morbid conviction that funerals can be fun!

ENGLAND

See London's famous Morgue, its historic old cemeteries, its thriving Funeral trade. See the cheery English moors in our unique touring hearse.



FRANCE

See gay Paree, with its high suicide rate. See the Seine, where folks are always dropping in. See the extra work created by their Guillotine.



ITALY

See the Catacombs of Rome. Journey down the coast along the beautiful and profitable Amalfi Drive, where a combination of distracting scenery, narrow stretches and hairpin turns adds up to a brisk tourist trade for your local colleagues.



BRAND X MARKS THE SPOT DEPT.

Successful TV "script writers" have long known that the best way to hold an audience's attention is to create suspense. But, somehow, TV "commercial-writers" have never learned this trick. They keep on

TV COMMERCIALS

THE WATCH COMMERCIAL

ARTIST: BOB CLARKE



writing the same old dull, boring copy and dialogue — which leaves nothing to the imagination. MAD now envisions what the future will be like when Television Ad Agencies wise up, and begin presenting . . .

For the Shakespearean Actor

VERMONT '61
2B-OR-0-2B
"Green Mountain State"

WITH SUSPENSE

WRITER: TOM KOCH

THE SHAVER COMMERCIAL



THE "WHAT-IN-HECK-IS-IT?" COMMERCIAL



INSIDE JOKE DEPT.

ARTIST: GEORGE WOODBRIDGE WRITER: LARRY SIEGEL

Ever notice how Doctors try to impress patients by leaving medical journals around their waiting rooms? MAD feels they should forget their "hypocritic" oath, and leave *honest* publications around, like

MEDICAL ILLUSTRATED

SEPT.
50c

"A Publication By and For The Medical Profession"

WHEN IN DOUBT – CUT!

24 Exciting Color Photos of Dr. Wolfgang Kreplock Removing the Pancreas of A Poison Ivy Victim

THE ART OF PRESCRIBING $25.00-AN-OUNCE DRUGS

Invaluable Advice from a Physician with a Brother in the Pharmaceutical Business

I COULD HAVE GONE EVEN FURTHER WITH A COLLEGE EDUCATION

The Frank Revelations of a Successful Surgeon

DISCOURAGING PATIENTS WHO INSIST ON PAYING BY CHECK

10 Easy Steps to Collecting Your Fees in that Good Ol' Untraceable Tax-Free Cash

LET'S PRESERVE THOSE WONDERFUL RELIGIOUS QUOTAS

A Heart-Warming Message of Encouragement from the AMA to the Deans of our Medical Schools



Be The First Doctor On Your Block To Avoid Marriage!



Everyone knows that a doctor is the most desirable husband prospect for **ALL** women. How, then, can you bachelor-doctors avoid marriage, and keep all that easy-earned loot you rake in for yourself? Easy!

JOIN THE CONFIDENTIAL MARRIAGE AVOIDANCE BUREAU

We are in business to help you. For years, we have interviewed thousands of marriage-minded women. We have in our files all the important data on these females, including their interests, likes and dislikes, and the type of doctors they would most like to marry. If you join our bureau, **we will not give YOUR NAME AND PHONE NUMBER TO ANY OF THEM!**

STAY LONELY!

DODGE THAT ONE-AND-ONLY!

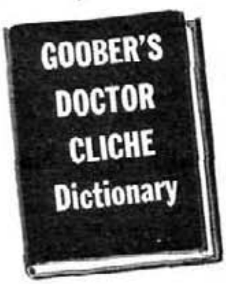
JOIN

THE CONFIDENTIAL MARRIAGE-AVOIDANCE BUREAU

Write **today**, % Box 12, Philadelphia, Pa.—**or else!**

Stuck for that Right "DOCTOR'S CLICHE" at the Right Time?

Too often, a doctor kicks himself after leaving a patient's home. "Darn it!" he says to himself, "If only I could have thought of this cliché when I was *in there talking to my* patient, instead of out here in the street!" You needn't worry about such *annoyances any more* . . . not if you have a copy of



With a copy of GOOBER'S in your bag at all *times, you can make the following* (along with thousands of other clichés) a permanent part of your vocabulary.

- "I believe we caught it in time!"
- "That'll be $15.00, please!"
- "Now breathe through your mouth!"
- "That'll be $25.00, please!"
- "Drink plenty of fruit juices!"
- "That'll be $50.00, please!"
- "There's a lot of it going around!"
- "That'll be everything you have in the bank, and all your property, please!"

Rush $5.00 for each copy to:
GOOBER'S DOCTOR CLICHE DICTIONARY
Box 411, Bismarck, N. Dakota

Dear Dr. Grepps

If any of you doctor-readers have questions about your profession you'd like answered, contact Dr. Grepps, care of this magazine. There will be a $5 charge for all questions brought to Dr. Grepps' office. However, if you'd like Dr. Grepps to visit your home to pick up your question, his fee is $10

Q. I don't know what's the matter with me lately. I've become awfully sloppy and forgetful. After sewing up my patients, I always seem to have some silly little thing left over. A liver, a gall bladder, a navel, things like that. This absent-mindedness on my part is very embarrassing to me. What should I do?

A. Lovelace, M.D.
Tacoma, Wash.

A. Use care and discretion. After each operation, have another physician or nurse double-check you. Then, if you *still* find yourself having things left over after operations, *you owe it to yourself and to humanity* to give up your career, and start writing authoritative medical articles for the *Reader's Digest.*

Q. I can't tell you how much I enjoyed "Seventy-Five Obnoxious Ways to Harass The Police With Your MD License Plates" by Dr. Norbett Noodnik in your August issue. His tips to other doctors on the art of parking in Restricted Zones, on sidewalks, and on Safety Islands while pretending to be on calls but actually attending poker sessions or going bowling were simply marvelous. What ever happened to Dr. Noodnik?

R. S. Bladder, M.D.
Lincoln, Neb.

A. Last week, Dr. Noodnik paid a house call to a patient across the street from his office, and he was arrested for jay-walking.

Q. I am planning to take a two-week vacation very shortly. Can you give me the names of some substitutes whom I can have cover for me and see my patients until I get back? Naturally, I wouldn't want these substitutes to be too good, since I'd hate to lose all my patients to them permanently and have no practice to come home to.

B. T. Salivate, M.D.
Madison, Wisc.

A. General Practitioners in your area usually rely upon the following three men to handle their practices when they are on vacation: Dr. Benjamin Oliver, % Oliver's Clinic for *Parakeets; Mr. Hiram Blecher, % Blecher's* Butcher Shop; and Mr. William "Shaky" Huntz, % Chapter 23 of Alcoholics Anonymous (if not there, try Barney's Bar and Grill).

Q. I am a young lady who reads your magazine occasionally. All my life, I've been told that doctors make the most desirable husbands. Well, I've gone out with several doctors, and I've found them to be so tied up in their profession that they know absolutely nothing about the world outside it. In reality, they are shallow, dull bores, and many of them can't even utter a simple, intelligent, gramatically-correct sentence.

Miss Coral Frost
New York City

A. I possibly cannot imagine, of all places, where this false impression, you got it from, at.

Q. I have just opened an office as a General Practitioner. Would you kindly advise me as to the correct rules to follow for referring patients to Specialists, no matter how minor their ailments are? Also, what is a fair kickback to expect from the specialist when I do this?

A. C. Hacklehead, M.D.
Atlanta, Ga.

A. Send all patients with complaints from the neck up to "Eye, Ear, Nose and Throat" Specialists. Refer all patients with ailments from the waist to the neck to "Heart Specialists." Send all patients with problems from the waist to the toes to "Chiropodists." Refer all patients with ailments in any other areas to "Veterinarians." Regarding your second question, a fair kickback fee is 25% of the Specialist's regular fee, or whatever else you can wheedle out of him—whichever is higher.

Q. I am a nice, middle-aged lady who absolutely adores the ground my doctor walks upon. I mean, as far as I'm concerned, he can do no wrong. He is kind, and good, and intelligent. Sometimes, I don't believe he's real. To me, he's like a brilliant, happy sun shining down on a dark sick world. I'm planning to write a book about him. Can you suggest a title?

Mrs. P. K. Kimball,
Portland, Me.

A. How about "My Doctor, The Sun"?

Q. What is the all-time record for a General Practitioner turning simple phone inquiries into expensive visits to his office?

J. L. Jukes, M.D.
Roanoke, Va.

A. In one week during 1958, Dr. Harry Gideons, of Passaic, N.J., convinced 71 people who phoned him to come to his office. They included: 28 people with minor colds; *18 people with slight headaches; a* representative from a TV survey asking him what program he was watching; his wife, whom he only charged half-fee; a kidnapper, asking ransom for the doctor's son; and 22 wrong numbers.

Meet... *Selwyn Abisch*

Every month, MEDICAL ILLUSTRATED presents another citizen who most closely typifies the average American patient. Our patient this month is Selwyn Abisch, of Tulsa, Oklahoma. Here is the day in Mr. Abisch's life which made him the typical American Patient for September.

MEDICAL ILLUSTRATED'S "Patient of the Month"



Mr. Abisch arrived at the office of Dr. Donald Fleespit at 10:00 AM for his annual check-up. While thumbing through such typical doctor's waiting room publications as **Liberty, Colliers'** and **Poor Richard's Almanac,** his shoes were stepped on by 12 screaming kids.



At 12:00 Noon, Mr. Abisch was ushered into Small Examination No. 1 by the nurse, where he was told to remove all his clothes. Unknown to Abisch, Dr. Fleespit sneaked into Small Examination Room No. 2 to avoid him and another patient in Small Examination Room No. 3.



At 1:00 PM, Abisch was led into Small Examination Room No. 2 by the same nurse. In the nick of time, Dr. Fleespit avoided Abisch by sneaking back into Small Examination Room No. 1. The patient in Small Examination Room No. 3, meanwhile, was moved up a notch to Small Examination Room No. 4.



At 2:15 PM, Abisch was ushered into Small Examination Room No. 3. In this room, Abisch bumped into a female patient, also completely undressed, who immediately fled to Small Examination Room No. 5. Meanwhile, Dr. Fleespit avoided both of them, and twelve other patients, by sneaking into Small Examination Room No. 6.



At 4:30, still undressed and yet to be examined, Abisch was ushered through another door. This one led to Large Examination Room No. 7—also known as "The Street". Here, due to overexposure, Abisch caught double pneumonia.



At 8:00 PM, Dr. Fleespit paid a house call on Abisch, and picked up twice the fee he would have gotten had Abisch been able to trap him into an examination in his office. Which is what Dr. Fleespit was angling for all day.

HEARD THROUGH THE STETHOSCOPE
News and Gossip Along Medicine Avenue

by Doc Windish

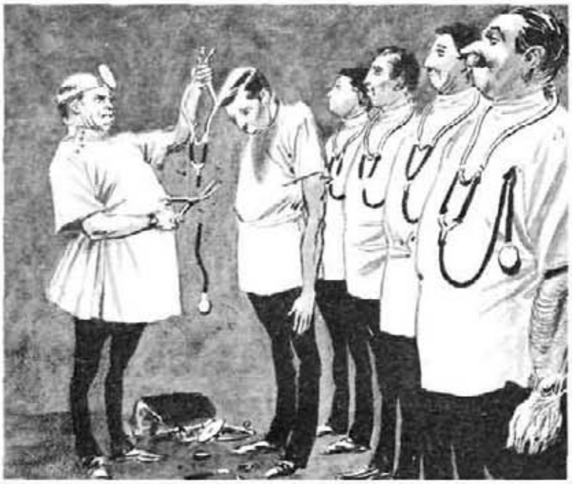
Why are Dr. George Floobush and his lovely nurse, Goldie, staying after office hours these days, hmmm? They claim it's to forge X-ray photos for Dr. Floobush's booming phony accident insurance business. But WE know differently, don't we? . . . There wasn't a dry eye at the Ritz-Neuman Hotel last Friday night when the very, very busy Dr. Fenwick Zemmst was introduced to his lovely wife, Hermione, during their 15th wedding anniversary celebration. Many, many more happy years of bliss, you two!

* * * *

This year's annual $5000 AMA award for the "Best Definition of Socialized Medicine" goes to Dr. Thomas Thuggins, of Concord, N. H. Dr. Thuggins' prize-winning definition: "Socialized Medicine is when you have to charge a patient less than $25 for a one-minute office visit." How true! How true!

* * * *

Confidential to Dr. F. H.: You're new in the profession, so perhaps you can be excused for the horrible way you botched up your bill to Ferdinand Muffty. In the future, try to remember that when your patient has Blue Shield, you automatically add at least $100 to your regular exorbitant fee!



Doctor Ira Ossified, of Los Angeles, Cal. being broken from physician to intern by Dr. Paul Heaps, officer of the AMA. *Dr. Ossified's waiting room was found to contain a copy of the National Geographic which was less than eight years old.*

Send a "Cheer-up Note" to Dr. Gary Skegg, of Salt Lake City, Utah. He made less than $35,000 last year!

* * * *

Dr. and Mrs. Thurston Biffle shopping for drapes at Saks Fifth Avenue. (This unimportant news item was inserted solely as a favor to Mrs. Biffle, the status-seeking physician's wife. She still can't get over how the thrilling words "Dr. and Mrs." *sound!*) . . . *Dr. Paul Whistfield, of Nashville, Tenn.*, will never live down the embarrassing thing that happened to him in his office last week. While being paid a surprise visit by his friend, Dr. Kevin Portside, Dr. Whistfield was caught red-handed actually trying to READ one of the 800 medical books he keeps on display to impress his patients. It's the best laugh the medical profession has had in years!

* * * *

In commemoration of "Work Hand-In-Hand With Your Local Pharmacist Month," the AMA is sponsoring a series of closed-circuit TV lectures. Purpose is to overcome the dreadful habit too many patients have of using up left-over $30-an-ounce drugs from one illness, for another illness a few weeks later — instead of buying a new batch. Next Tuesday's lecture will be entitled, "Prescribing Expensive Drugs Which Must Be Used Up In 24 Hours Or They Lose All Their Potency."



Mrs. Herman Hemprope, of Newark, New Jersey, and her marriage-hungry daughter, Bernice, returning from a very successful 2-*week vacation at the Hotel Zilch-Plaza, in Ferndale, New York.*

Fun-loving Dr. Michael Compain is at it again! That crazy, waggish nut is convulsing doctors and nurses at Westside Maternity Hospital these days with his latest antics. Get this: Mike is running through the wards where momentarily-expecting mothers are confined, shouting, "*All right! Somebody get me plenty of cold water and* dirty sheets!" Don't ever lose that sense of humor, Mike . . . it's worth a million dollars!

* * * *

Because of the business recession, I've just learned that the AMA Lobby in Washington will be cut drastically. Starting this Fall, the Lobby will be operating in the nation's capital with a skeleton force of only 55,000 men!

* * * *

Four-year-old Ronnie Goulart's announcement in this column last month that he was planning on entering Medical School in 1980 brought only 106,927 marriage proposals from mothers of three-year-old girls. Perhaps the recent bad weather around the country delayed the rest of the mail! . . . How about dropping a line to another lonely *physician fighting for Uncle Sam? I'm referring,* of course, to Dr. Harry Pepper, of White Plains, N. Y. The 24-year-old Dr. Pepper typifies the American physician who must give up a comfortable and lucrative practice to struggle through the ranks of the rugged U.S. Army. Address all mail to: Brig. Gen. Harold Pepper, U.S. Medical Corps, Special Assignment, Waldorf-Astoria Hotel, New York City.

* * * *

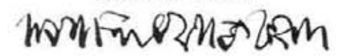
Sorry to hear that Dr. Terrance Mittigan lost his General Practitioner's license last week for incompetence, medical ignorance, sloppy examinations, and inability to write a prescription. Good luck in your new career as a "Specialist," Terry!

YOUR PRESCRIPTION HANDWRITING
—*The Key To Your Personality*

BY [illegible] M.D.

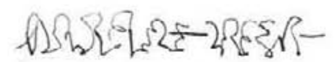
Each month, MEDICAL ILLUSTRATED presents three samples of handwriting excerpts collected at random from prescriptions filled out by doctors around the country, with a personality analysis of each by the noted physician, handwriting-expert, and stock market player, Doctor Clarence Fink.

SAMPLE NO. 1



As you can see, Dr. Martin Klutts, of Lincoln, Neb., has an extremely forceful and precise handwriting. Note the bold "u's," the sturdy "s," and the crisp "p" in the above words "cough syrup." They indicate a strong personality, one which would have the courage to charge as much as $50.00 for filling out a child's school check-up form. More chicken-hearted physicians with weaker "h's" and "y's" than those shown in example above, wouldn't dare to charge more than $35.00.

SAMPLE NO. 2



Observe the way Dr. Kenneth Dibbler, of Dover, Del., clips and chops his words. Pay particular attention to the clear, but abruptly cut word "Aspirin." Dr. Dibbler undoubtedly loves to slice things, especially human tissue. His steady and well-rounded "p" however (above) tells me that he is a fine surgeon. I'd wager that at least two out of the three patients he operates on for athlete's foot survive.

SAMPLE NO. 3

cold tablets

We had intended to feature a sample of the prescription handwriting of Dr. David Pferd, of Dallas, Tex., but unfortunately we were unable to find anything he has written, except for the above unintelligent, illegible gibberish. It is naturally impossible to analyze this kind of scribbling, since it makes no sense. I strongly believe the above are some scratch lines the doctor made while testing a new ball-point pen.

TEST YOUR BEDSIDE MANNER

As every physician knows, a good bedside manner is one of the most important qualities of modern medical practice. To improve yours, every issue we present a hypothetical case. Study it carefully, then decide how you would treat it with good bedside manner, and check your answer against the correct procedure indicated below.

This patient has just fallen off the roof of an 8-story building. He was dragged into his bed screaming in pain, and suffering from 114 broken bones, several crushed ribs, internal injuries, and several forms of concussion. What is the first thing you should do upon entering his room?



Answer: Sit down on a chair next to his bed, take out a long sheet of paper, remove your pen from your pocket, unscrew the cap, and ask him if he has ever had measles, mumps, chicken pox, whooping cough, scarlet fever, acne, and ninety-eight other irrelevant childhood diseases.



Ordinarily, a long summer vacation trip by car — with children — produces one of two by-products: (1) Complete and utter boredom for all concerned . . . and/or (2) A back seat full of screaming,

MAD'S AUTO

ARTIST: JOE ORLANDO



Game No. 1

"LOW BRIDGE"

Rules

1. Have Daddy pile all luggage and other paraphernalia on top of car.
2. At each underpass, make game of guessing whether clearance is enough to get through.
3. If car gets through, hide disappointment by singing Druid madrigals.
4. If luggage gets knocked off and goes splattering down highway, all clap hands and shout "Well, you can't win 'em all!"
5. While Daddy tries to retrieve scattered luggage, have Mommy appoint team captain to flag down approaching cars.
6. Other players run up and down line of waiting cars, encouraging drivers to blow their horns impatiently at Daddy.
7. As horn honking reaches crescendo, all make guesses on how soon Daddy will begin to cry.
8. Player making closest guess gets to sign Daddy into Rest Home.



Game No. 2

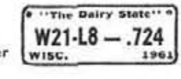
"READ THE SIGNS"

Rules

1. Mommy selects two team captains to read aloud all bill board signs on both sides of the highway.
2. When team captain reads "See living reptiles at Irving's Jungle Zoo!", others clap hands in unison and whine, "We wanna stop at Irving's Jungle Zoo!"
3. When team captain reads "Genuine pralines at Flunky's — 4 miles!", others bounce on seat and scream, "We want pralines from Flunky's!"
4. When team captain reads "Authentic Indian curios at Emile's Teepee just ahead!", others pound driver's head and shriek, "We want authentic Indian curios!"
5. When team captain reads "Clean rest rooms at Eddie's Esso Station!", others break into tears and whimper piteously, "We want clean rest rooms!"
6. Object of game is to see how long driver can hold out before turning around, going home, and spending balance of vacation sitting on front porch.

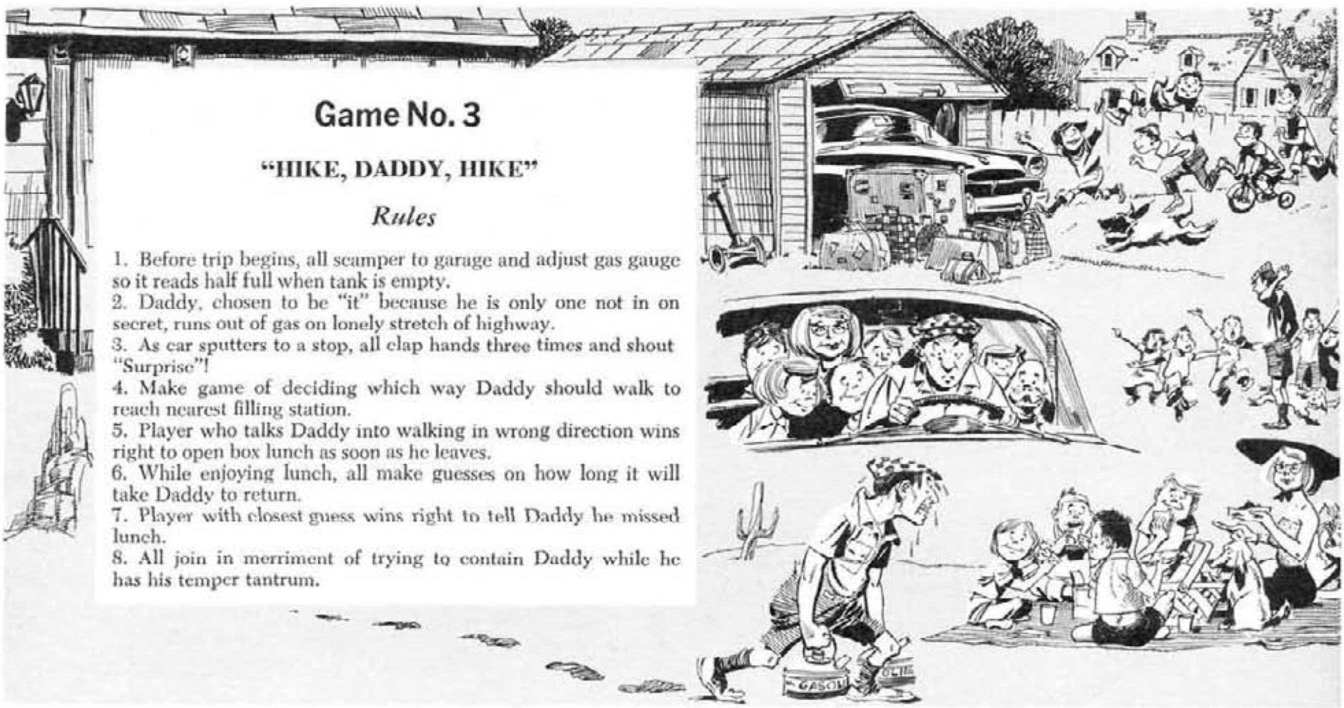
fidgety little monsters. However, thanks to MAD's Recreational Council, such no longer need be the case. The miles can easily melt away this summer if you keep the family occupied with . . .

For the Baseball Pitcher



TRAVEL GAMES

WRITER: TOM KOCH

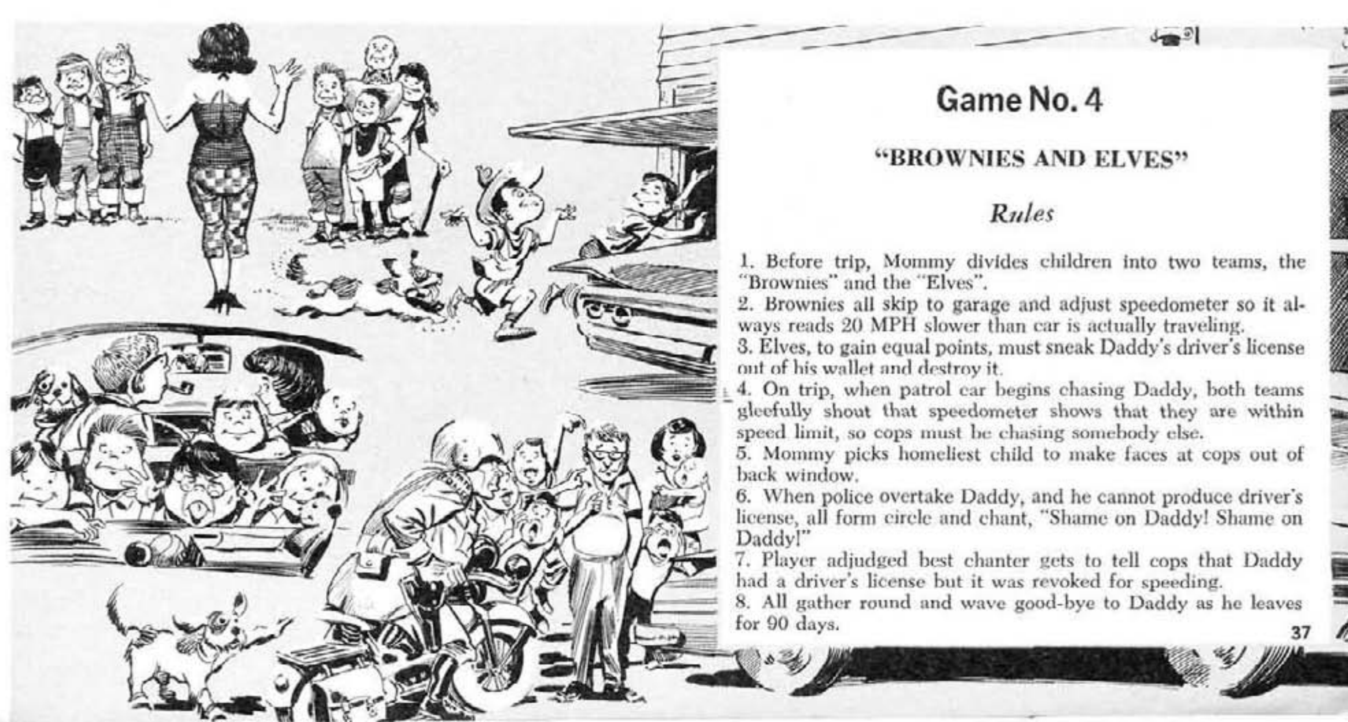


Game No. 3

"HIKE, DADDY, HIKE"

Rules

1. Before trip begins, all scamper to garage and adjust gas gauge so it reads half full when tank is empty.
2. Daddy, chosen to be "it" because he is only one not in on secret, runs out of gas on lonely stretch of highway.
3. As car sputters to a stop, all clap hands three times and shout "Surprise"!
4. Make game of deciding which way Daddy should walk to reach nearest filling station.
5. Player who talks Daddy into walking in wrong direction wins right to open box lunch as soon as he leaves.
6. While enjoying lunch, all make guesses on how long it will take Daddy to return.
7. Player with closest guess wins right to tell Daddy he missed lunch.
8. All join in merriment of trying to contain Daddy while he has his temper tantrum.



Game No. 4

"BROWNIES AND ELVES"

Rules

1. Before trip, Mommy divides children into two teams, the "Brownies" and the "Elves".
2. Brownies all skip to garage and adjust speedometer so it always reads 20 MPH slower than car is actually traveling.
3. Elves, to gain equal points, must sneak Daddy's driver's license out of his wallet and destroy it.
4. On trip, when patrol car begins chasing Daddy, both teams gleefully shout that speedometer shows that they are within speed limit, so cops must be chasing somebody else.
5. Mommy picks homeliest child to make faces at cops out of back window.
6. When police overtake Daddy, and he cannot produce driver's license, all form circle and chant, "Shame on Daddy! Shame on Daddy!"
7. Player adjudged best chanter gets to tell cops that Daddy had a driver's license but it was revoked for speeding.
8. All gather round and wave good-bye to Daddy as he leaves for 90 days.

JOKE AND DAGGER DEPT. PART II

For the Army Sergeant

"The Peach State" HUP-234 GEORGIA '61

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as —



For the Chemist

"Thurber State" K_2CO_3 OHIO 1961



CHOP STICKS DEPT.

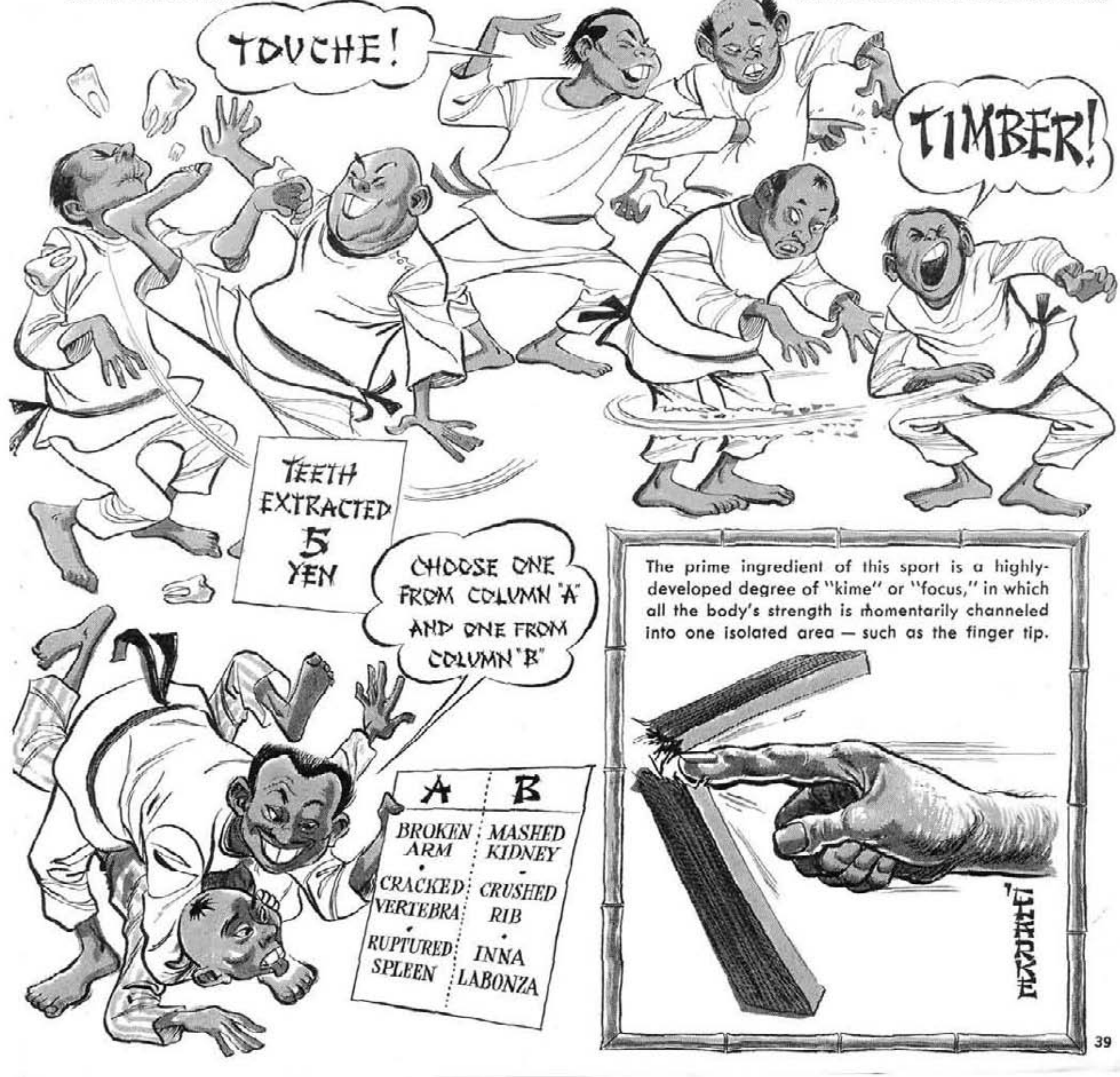
Ever since the end of World War II, it has been considered quite stylish for Americans to adopt some of the traditions of Oriental culture — such as Judo, Zen Bhuddism, Sukiaki, and Horn-Rimmed Glasses. The latest Japanese import is a rugged form of physical combat in which the participants employ ancient and respected Oriental techniques, like slapping, kicking, biting, eye-gouging and rabbit-punching. In other words — fighting dirty! This sport is known as

"The Hoosier State" I-1-EZ • INDIANA 1961 • For the Prize Fighter

"KARATE"

ARTIST: BOB CLARKE

WRITER: JACK MENDELSOHN, AGE 33½



The prime ingredient of this sport is a highly-developed degree of "kime" or "focus," in which all the body's strength is momentarily channeled into one isolated area — such as the finger tip.

Despite its violent appearance, the true goal of Karate lies in achieving a state of absolute calm and serenity.



In the cloistered tranquility of Tokyo "Dojos," Karate disciples spend long hours in philosophical discussions.



Students claim this ancient art is an opportunity to contemplate nature at close range — like f'rinstance, stars!



Actually, serious students of Karate will rarely engage in physical combat with one another, preferring to test their highly-developed skills on inanimate objects instead, such as boards, rocks, and nails. This is partially because they do not wish to inflict injury on another living being, but mainly because boards, rocks, and nails can't fight back!

BOARDS



ROCKS



NAILS





"I KNOW I CAN DO IT . . . THEREFORE I CAN DO IT!" By implanting positive, convincing thoughts such as this one firmly in his mind, the Karate student is capable of performing incredible feats of strength and physical prowess.



Before attempting to split the anvil with his bare hand, Karate student prepares himself for the feat psychologically.



Sufficiently confident of capability, Karate student brings edge of his hand down sharply, splitting anvil in two.



Closer examination of shattered pieces reveals WHY Karate student knew that he could split anvil in two all along.

As with many other Oriental rites, the prelude to a Karate exhibition involves traditional rituals, including chants and incantations, burning of incense, scattering of salt to the four winds, and taking side bets. Below, we see a part of the elaborate ceremony performed by a student prior to driving a nail through a 4-inch plank with his bare foot.



Karate student first scatters rice on ground. This ritual signifies manhood.



Student then covers the rice with salt, signifying strength and determination.



Student then eats the rice with salt, signifying Karate don't pay very good.

Student next performs series of low bows to each point of compass. Not only does this ritual symbolize humility, but also helps him find any grains of rice he may have missed.



Close study of hands reveals ancient Oriental expression of student's inner confidence.



Closer study of hands reveals ancient Occidental expression —thrown in for good measure.



At the start of the actual feat, the student must remember to "kime" all of his strength into the point of his toe.



When the force of the blow drives the nail through the mahogany board, the student must remember to ignore pain.



When nail turns out to be wrong one, student must remember to take pedicure before he tries next Karate exhibition.



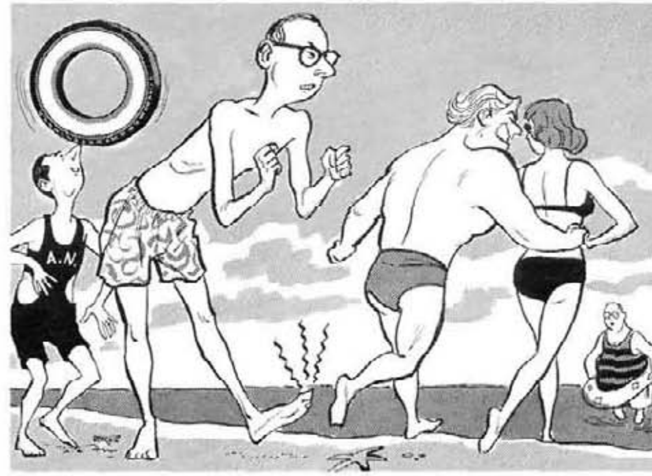
One of the reasons for the upsurge of interest in Karate is that many practical uses may be found for this ancient

AT THE BEACH

You are embarrassed in front of your girl by a bully who keeps kicking sand in your face, and calling you "skinny."



With Karate, through the means of "kime," you just direct all of your strength and energy down into your left foot.



ON THE ROAD

Your car develops a flat tire on a lonely, deserted road, *and to your horror, you find that you have no jack handle.*



With Karate, by sheer concentration, you will your index *finger into becoming as hard and as rigid as a steel rod.*

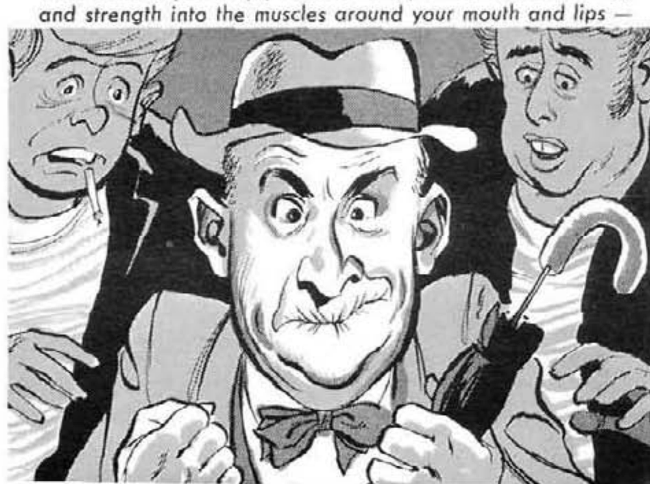


IN THE CITY

You find yourself in a dark alley, suddenly surrounded by *a gang of tough, belligerent, black-jacketed delinquents.*



With Karate, you simply channel every ounce of your energy *and strength into the muscles around your mouth and lips —*



art by applying its various facets to everyday situations.

That way, when you kick the chair before gambling a 4 cent stamp for the Charles Atlas course, it won't hurt so much!



Which makes it a snap to press the button summoning help!



For the Song Writer "Keystone State" T42 PENNA. 1961

— and, as loud as you can, repeat over and over the word —



HOW KARATE CAN BE USED AROUND THE HOUSE

NO MORE CAN OPENER



NO MORE SKILLET



NO MORE HAMMER



NO MORE SAW



NO MORE CHISEL



NO MORE WORK

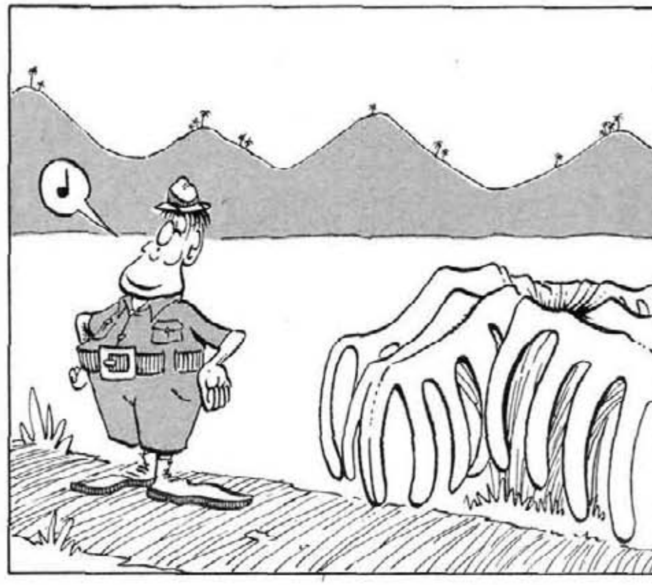


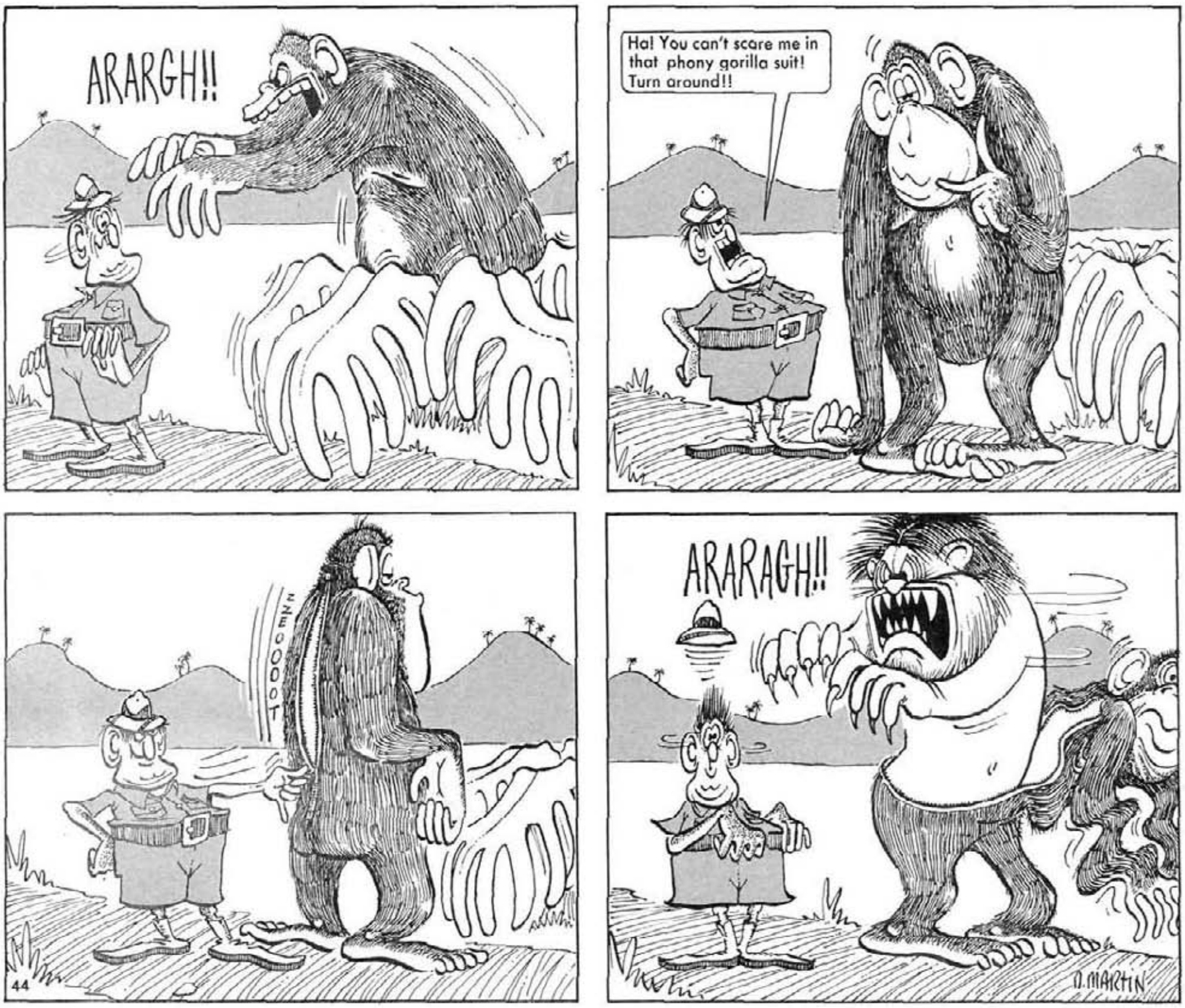
DON MARTIN DEPT. PART II

Don Martin proved Darwin's theory in reverse, 'cause they certainly made a monkey out of him when he tried impressing the natives there as

THE GOOD DOCTOR IN AFRICA

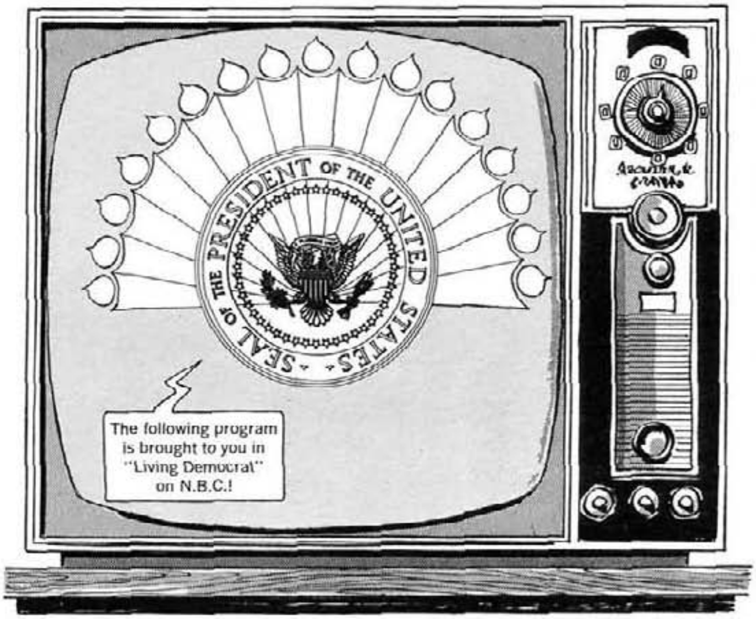
For the Sportsman "Tarheel State" 10-S-NE-1 N. CAROLINA '61





CAPITOL PUNISHMENT DEPT.

Some of the most exciting and liveliest new shows on Television this past season were John Kennedy's Presidential Press Conferences. Not only were these programs informative and entertaining, but they also out-Trendexed every other show on the air at the time! Mainly because they were carried by all the networks—and nothing else was on! But suppose only one TV network agreed to carry this show, and it had to compete against other informative and entertaining programs like "The Tab Hunter Show." In order to capture that elusive top-Trendex rating, it would have to develop a popular and acceptable format . . . probably as a regular night time television offering. And then we'd be seeing something like this . . .



ARTIST: MORT DRUCKER
WRITER: GARY BELKIN



"From Washington, D.C.—

THE JACK KENNEDY SHOW

with tonight's guests: Franklin D. Roosevelt, Jr., Bobby Kennedy, Harry Truman and his Democratic Orchestra . . . and yours truly, Ed Murrow . . .

And now . . . here's Jack . . ."






Doesn't Harry play beautifully, Ed? You know, every time I hear that song, I want to cry . . . for the farmers!
Tell me, is there a "Mystery Relative" for me to identify tonight?
We **did** have a "Mystery Relative," Jack, but he didn't show up. Which is just as well, because he's someone that **nobody** in the country would have recognized. As a matter of fact, tonight's "Mystery Relative" would have been harder for this country to recognize than Red China!
Oh, Ed! You've been *reading Adlai's joke* book again! Just who **was** this "Mystery Relative" that no one has ever seen?
Your Father!
You know, pal, you could *easily be replaced . . .* by Fulton Lewis, Jr.! Another remark like that, Ed, and I won't let you pose for your picture on that stamp!
And now, folks, it's time to meet a real lovable character, that old son of the "Big Gun," and I hope he's not loaded tonight, Frankie Roosevelt, Jr.!
Hello, there, Johnny! I got *a letter* from Momma!
Momma writes: "Dear Sprinter!"
She calls me "Sprinter" because she's always wanted me to **run** for something! Get it, Johnny?
Not really! But the audience seemed to like it!
Those are **MY** people!
Well, go on . . . give us more from Mount ADA . . .
"Uncle Tom Dewey"—(Remember him?) —"dropped by the house yesterday and announced that the Republican Party will petition Washington for Emergency Federal Aid—as a "Depressed Area"!
Hmmmmm!
That's a **good** one, eh, Johnny?
Let's see. She says, "Now that 'Curlylocks'"—(that's you!)—"has appointed all his **young friends** to the Administration, you'd think he might invite **me** to the White House in some official capacity—say, as **'Den Mother'!"**
Heh-heh! Boy, that Momma sure is **funny,** ain't she, Johnny . . . ?
I'll tell you **one** thing! She's a lot **funnier** than she was last Summer in Los Angeles! And that goes for our orchestra leader, too!
Theme . . . Harry!
DADDY— WILL I STILL BE INVITED ON THE SULLIVAN SHOW?


JACK WILL BE RIGHT BACK!
When are you going to do another "SPECIAL"?
Well, I've been talking to the Networks, and they've promised that if I can arrange to get **elected** again, they'll star me in another **"Inauguration"**!
Last year, you worked on TV with some guy named Nixon. How come we never see **him** on television any more?
ISN'T HE A LOVELY BOY?
I understand he's hard at work trying to get a **show of his own**, to replace **this one** in nineteen-sixty-four!
No, seriously . . . Dick is a great guy—and if you don't believe me, just ask Nelson Rockefeller!
Tell us, Jack . . . what are you **really** like?
I'm just like I **look** —only **handsomer!**
By the way, tomorrow is Friday night, so we're going to show "The Best of Me"! And next week, we're going to have some really special guests! We're going to have some people from the Berlitz School of Languages translate our Immigration Laws—into **English!** . . . and that little girl with the French accent we all love so dearly—**my wife!** . . . that great comic of stage, screen and the UN—**Adlai Stevenson!** . . . and maybe, if we're **lucky**, we might get **Jack Paar!**
Theme . . . Harry . . .
PEACE CORPS '61
MORE TO COME!
Incidentally, folks, Jackie and I almost didn't **get** here tonight—because we couldn't find a **baby-sitter**. But at the last minute, we found a nice, respectable old couple with nothing to do— **the Eisenhowers!**
By the way, Jack! I think the audience should know that you've just been given the **"Seal of Approval"** by the Editors of "GOOD WHITEHOUSEKEEPING"!
When something like this happens, I— *(sniff)* get all choked up! I've been— *(sniff)*—so **lucky**! But, I want you to know, it's not **me** – it's the **people on my staff** who've **really** won this award!
Of course, **I discovered them all!**



In fact, I'd like to introduce one of them now. America knows him as its Attorney-General . . . but I know him like a **brother!** Ladies and gentlemen—the boy everybody but Jimmy Hoffa loves—Robert Kennedy!
And I thought you called me down here for a game of ***Touch Football!***
Incidentally, Jack—I don't want to complain over the air, but I've been having trouble with the Secretary of Defense! He's been so "bossy" at Cabinet meetings lately *that people are beginning to call us* **"MacNamara's Band"!**
Hey, that's **my** joke! I had it in a letter from Momma last week!
How come you don't ***run*** for something instead of just resting on the laurels of a great name in politics?
When **you** stop doing the **same thing!**
Oh, yeah . . . ?
Yeah!
Now, boys—let's stop acting like New York Democrats!
I understand **that** *situation* is coming up before the **Security Council** tomorrow!
Not if you can get an **indictment** in first!
When did I lose control of the show?
In the interest of morale—this show will definitely **not** be shown to our Armed Forces overseas! Good night . . . and **good luck!**
There must be an **easier** way of making a living!
AMA
TV
POKER AT MY HOUSE AFTER THE SHOW--
PASS IT!
DRUCKER

Good grief! We really catch it in the most fabulous fold-out **MAD** bonus ever!



YOU GET
AN 8-PAGE
FULL COLOR

SUNDAY COMIC SECTION

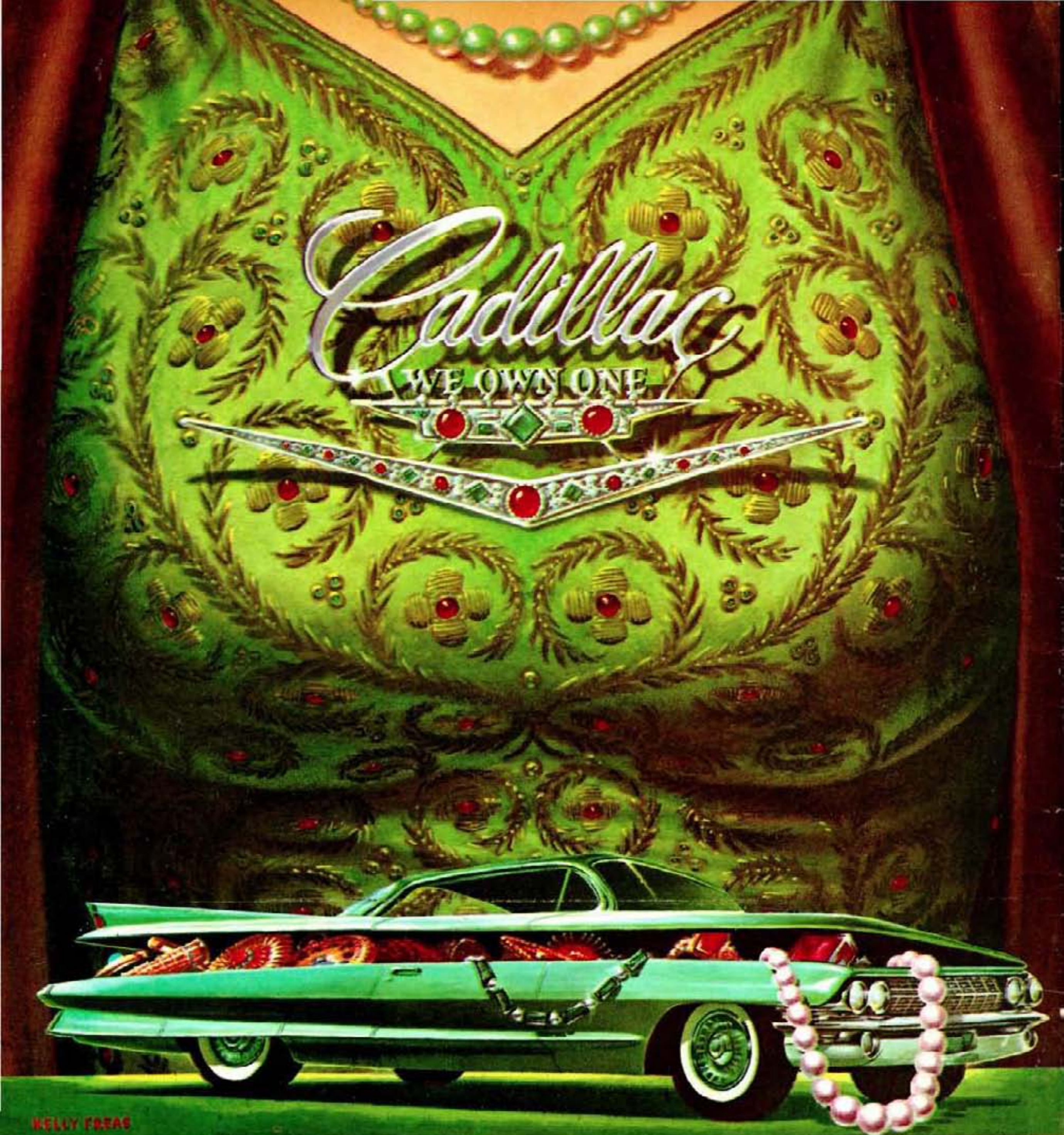
WE'D LIKE TO SEE

IN THE LATEST

MAD ANNUAL



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